

# EE & TEA

## STRIES

**NOVEMBER, 1955**

**NEW ORLEANS**  
27 Gravier St.

*Have you seen our booklet, "COLOMBIA, THE LAND OF COFFEE"?  
It's delightfully illustrated, and yours for the asking.*



*Careful cultivation . . . Constant experimentation . . .*

*Assure perfect quality the year 'round*

**NATIONAL FEDERATION  
OF COFFEE GROWERS OF COLOMBIA**

Member of Pan American Coffee Bureau  
120 WALL STREET • NEW YORK 5, N. Y.



Do you know what

**FLEXIBLE  
PACKAGING**

means?

**flexible** means: *adjustable to  
change; easily adaptable.*

**and that's exactly what the A&S FLEXIBLE  
PACKAGING DIVISION stands for!**

Whatever your special packaging problem—A&S will engineer and adapt—*create*—a unique, brilliantly-attractive package to deliver more of your goods, safely and efficiently! Focused on sales, A&S packages—from research, materials, design, and printing, right down the line—do a *better* job of merchandising your products.

Sales appeal and *more* sales appeal—packages with strong selling power and top functional design—that's the A&S dynamic formula!

**The A&S FLEXIBLE PACKAGING DIVISION**

—which offers a complete line of stock and custom packaging materials—is backed-up by almost a century of packaging and merchandising know how.

**Let A&S take over your packaging problem today!**

FOR ADDITIONAL INFORMATION, WRITE TO: ARKELL & SMITHS, PACKAGING DIVISION, CANAJOHARIE, NEW YORK



**ARKELL and SMITHS**

EXECUTIVE OFFICES: 500 FIFTH AVENUE, NEW YORK, N. Y.

"THE OLDEST NAME IN PAPER BAGS"



# Another great Canco ad



All from  
American Can Company  
cans...

#### FRUITS

that need no fixing, no fussing. They're the finest fruits ever... because American Can experts work constantly with growers to help them improve their crops and harvest methods.

#### CRANBERRY SAUCE AND NUTS

that are the flavor of this pretty coffee cake. Two more ways that Canco cans add variety to your breakfast.

#### Cranberry-Nut Coffee Cake

Mix 1 1/4 cups biscuit mix, 2 eggs, 1/2 cup sugar and 1/4 cup cinnamon; stir in 1/4 cup milk. Roll into 9-in. square on floured board; brush with melted butter. Spread with 1/2 cup drained, canned cranberry sauce and 1/4 cup canned, chopped almonds. Roll, jelly-roll style; seal edges; form into coil. Place on greased baking sheet. Bake in 350° oven (325° F.) 20 minutes, or until brown. Frost with sugar glaze; garnish with cranberries and almonds. 6-8 servings.

#### CORNEBEEF HASH

that is such a tasty accompaniment to scrambled eggs. One of more than 130 different meat products for which American Can Company makes cans.

#### CORN AND DEVILED HAM

that make these pancakes "something special." The golden goodness of the special corn is protected for you by a special enamel can lining, invented by Canco.

#### Deviled Corn Cakes

2 cups packaged pancake mix  
1 can (1 lb.) whole kernel corn, drained  
3 small cans of 1 large can deviled ham  
Prepare pancake mix according to label directions; stir in corn and deviled ham. Bake on lightly greased griddle until golden brown, turning once. Serve with maple syrup. Makes 20 4-inch cakes.

#### COCOA AND COFFEE

good and rich and full of flavor because they come sealed in Canco cans. It was American Can scientists who invented the vacuum-pack coffee can.



# to help sell your products!



Better breakfasts begin with foods from Canco cans... try this **Berkshire Breakfast** and see!

**SAUSAGES**  
Both breakfast and Vienna, ready to sizzle and serve. Real time-savers—and you'll notice there's practically no shrinkage when you start with meats from Canco cans.

**ORANGE JUICE**  
This is as rich in vitamins as is flavor. A process to take vitamin-depleting oxygen out of cans quickly and completely, before they are sealed, is another American Can Company development.

**CANCO**  
Canco—Registered Trademark of American Can Company, N.Y., N.Y.

**AMERICAN CAN COMPANY**  
If it comes in a Canco can—it comes to you at its best!

**There's no better way** to start the day than with a wholesome and delicious Berkshire Breakfast like the one shown here.

This exciting Canco ad has appeared recently in *Life* and *Good Housekeeping*. Beautifully photographed in full color (seen here in black and white), this two-page ad reaches a potential audience of 37,000,000 customers for you!

Clear, concise recipes show the housewife how best to prepare the many dishes of a Berkshire Breakfast using a wide variety of canned foods and beverages.

Use this spectacular Canco ad to your advantage! See to it that your salesmen talk to your retailers and that *your* brands of vacuum-packed coffee are featured... priced attractively... and prominently displayed.

Berkshire Breakfast is Canco's way of reaching the vast consumer market—the ultimate buyers of canned foods. This is another in a series of ads which actually creates a demand for, and helps build prestige for, canned foods and beverages. Here's your chance for profit... take it!

## FREE

**Mats or photographs for newspaper advertising...**

To help YOU get YOUR brand featured in retailer newspaper ads, Canco has mats for the main illustration of this Berkshire Breakfast ad (2 col. 65 screen) for any tie-in program you may work out with your retailers. A mat or photograph will be sent FREE direct to any retailer planning such a promotion. Requests should be addressed to: American Can Company, Sales Promotion Division, 100 Park Avenue, New York 17, New York.



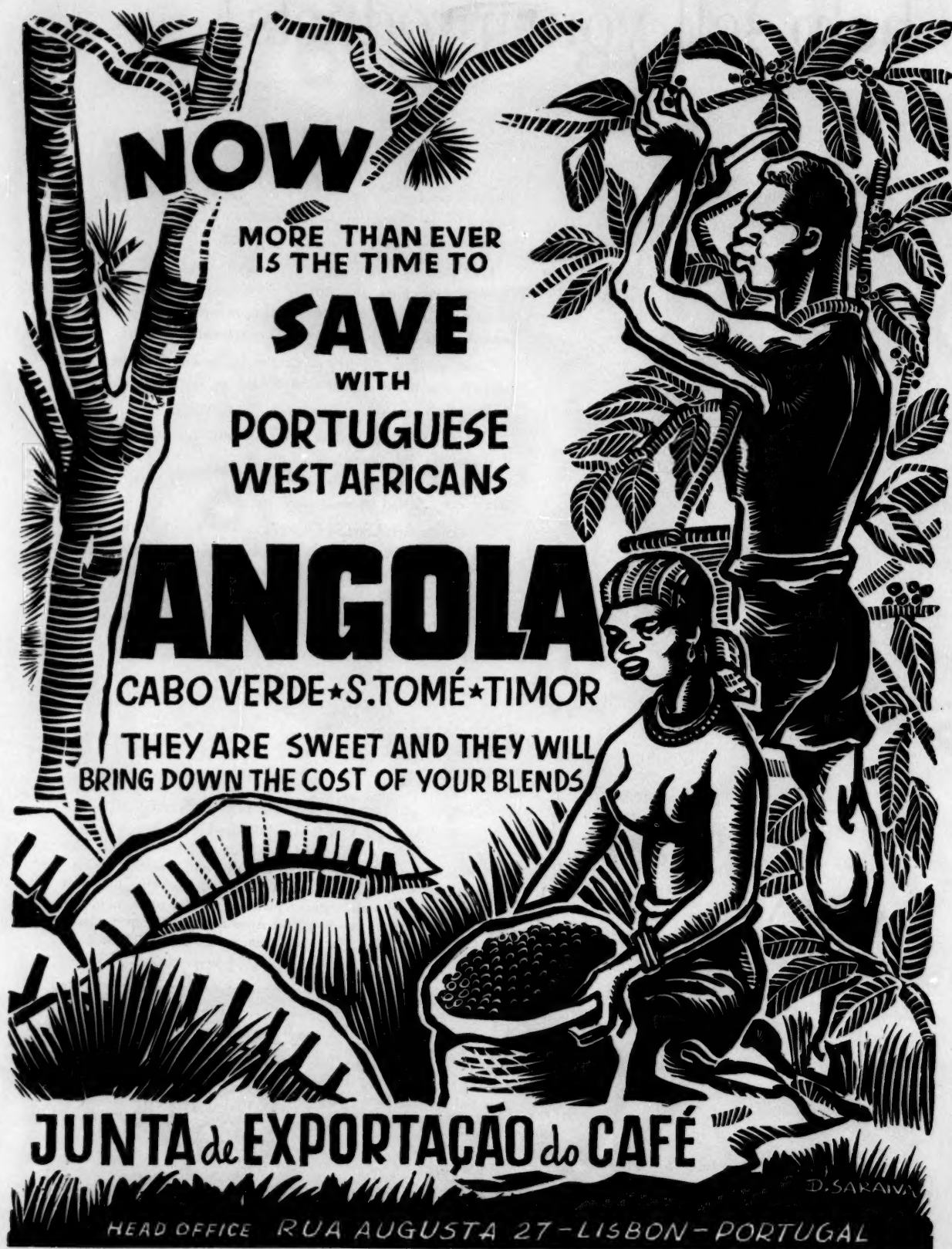
*Go first to the people who are first!*



**AMERICAN CAN COMPANY**

New York, Chicago,  
San Francisco

NOVEMBER, 1955



**NOW**  
MORE THAN EVER  
IS THE TIME TO  
**SAVE**  
WITH  
PORTUGUESE  
WEST AFRICANS  
**ANGOLA**  
CABO VERDE \* S. TOMÉ \* TIMOR  
THEY ARE SWEET AND THEY WILL  
BRING DOWN THE COST OF YOUR BLENDS  
**JUNTA de EXPORTAÇÃO do CAFÉ**  
HEAD OFFICE RUA AUGUSTA 27 - LISBON - PORTUGAL

Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Company, 106 Water St., New York, N. Y.  
Subscriptions \$4.00 a year, 50 cents per copy, November 1955 Vol. 78 No. 11. Reentered as second class matter June 22, 1951, at the Post Office  
at New York, N. Y., under the Act of March 3, 1879.

# A NEW CAN... FOR A NEW PRODUCT



designed and produced  
for Pillsbury  
by

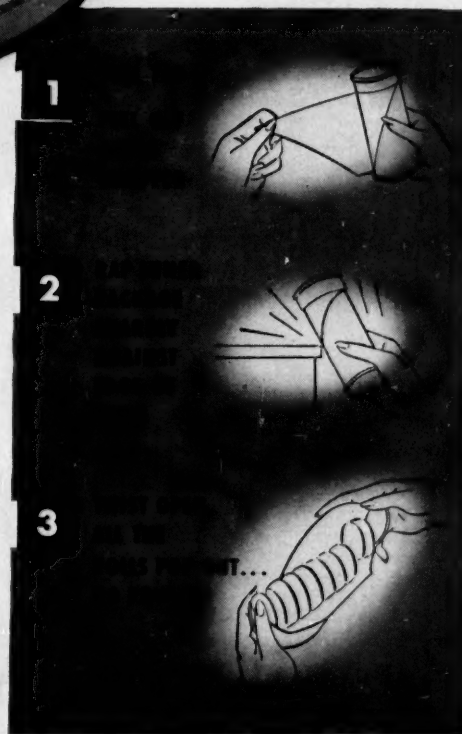
## R.C.CAN

### OPENS IN A JIFFY! EMPTIES ENTIRE CONTENTS!

Pillsbury wanted a new package for their biscuits and new cinnamon rolls . . . R. C. Can produced it, and are currently manufacturing cans for both products in great quantities.

The package had to be (1) simple enough in design to open easily without the use of any tool, (2) strong enough to hold more pressure than an auto tire, (3) efficient enough to discharge the *entire* contents quickly and easily, and (4) sealed well enough to reach the home kitchen-fresh as the day it was packed.

The Easy-Open Pull Tab Container has a double-foil moisture and grease barrier—the foil lining and the foil label. It opens in a wink . . . pull the tab, rap the package on the table edge—it's open! Completely, too! No rolls in the ends to pry out.



### ANOTHER PACKAGING PROBLEM SOLVED BY R.C. CAN-GINEERING

# R.C. CAN COMPANY

MAIN OFFICE  
and Factory

9430 Page Blvd., St. Louis 14, Mo.

Branch Factories: Arlington, Tex.; Rittman, O.; Turner, Kans.



SALES OFFICES: C. E. DOBSON, 1003 Carondelet Bldg., New Orleans 12, La. • R. C. CAN CO., 225 West 34th St., New York, N. Y. • L. C. MORRIS CO., P. O. Box 3218 Sta. F., 1156 Dalon Dr., N. E., Atlanta 6, Ga. • S. W. SCOTT, 408 McCall Bldg., Memphis 3, Tenn. • W. L. BENNETT, 126 S. Third St., Minneapolis 1, Minn. • CAN SUPPLY CO., 1006 W. Washington Blvd., Los Angeles 15, Calif. • JOSEPH ROVIN, 4806 W. Chicago, Chicago, Ill.

NOVEMBER, 1955



# coffee capsule?

We have one . . . a capsule story!

This is it:

By 1960 instant coffee sales should surpass regular coffee. You should be a part of this vast program. You can be — by selling YOUR OWN Instant Coffee.

Get in on the INSTANT market . . . the fastest growing business in food stores . . . It should be your business!



The significant facts for this great advance will interest you.

For complete details and samples . . . from the largest independent manufacturer in the U. S. A. . . . write or telephone

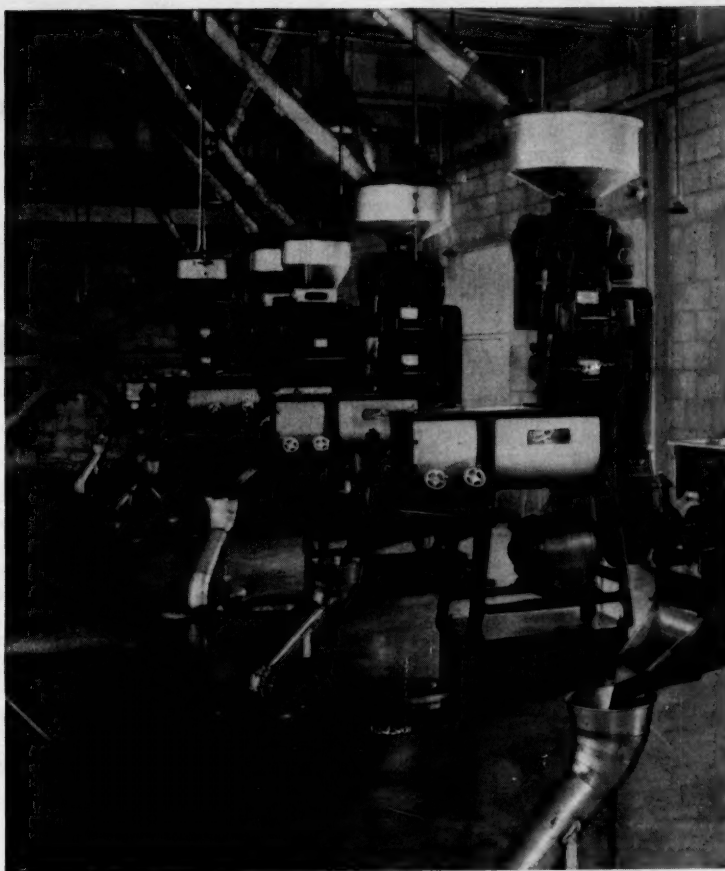
SOL CAFÉ MANUFACTURING CORPORATION

180-054 BRINKERHOFF AVENUE, JAMAICA 33, N. Y.

# GUMP

## Coffee Granulizers

***First***  
***in the industry***

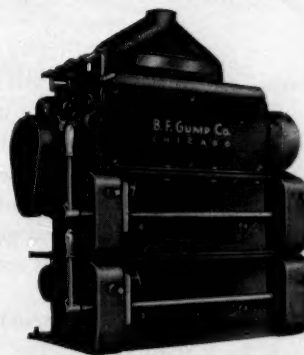


For years, the coffee industry has rated Gump Coffee Granulizers as unequalled for quality of grinds produced, and for dependable, economical service. Now, with the new Style "E" models, there are added reasons why Gump Coffee Granulizers continue to stand *first* in the industry.

Grinds are better—better in that they are even cooler—and there is a wider choice of grind sizes in the most popular range. Maintenance time and expense are reduced. Modern construction features simplify cleaning, inspection and adjustment. A new *sectional* Grinding Head permits replacement of any one section as required, in the Gump Exchange Head Service.

When you plan expansion or modernization of your grinding department, be sure to specify Style "E" Gump Coffee Granulizers—your best investment in coffee grinding equipment. Write for details and recommendations on the model that meets your requirements for grinds and capacity.

### EXCHANGE HEAD SERVICE FOR GUMP GRANULIZER USERS



Write for details and quotation on a new Style "E" Grinding Head before ordering your next Exchange Head. With a Style "E" Head, you can modernize your earlier model Gump Coffee Granulizer to the equivalent of a new 1955 machine, at a reasonable charge.



**B. F. GUMP Co.** 1312 S. Cicero Avenue, Chicago 50, Illinois

—Engineers and Manufacturers Since 1872—

GUMP RAY-NOX COFFEE ROASTERS • GUMP COFFEE GRANULIZERS • IDEAL GREEN COFFEE CLEANERS  
BAR-NUN "AUTO-CHECK" NET WEIGHERS • BAR-NUN BAG FEEDERS, OPENERS AND WEIGHERS  
DRAVER COFFEE BLENDING SYSTEMS • ELEVATORS AND CONVEYORS • EDTBAUER-DUPLEX NET WEIGHERS

NOVEMBER, 1955

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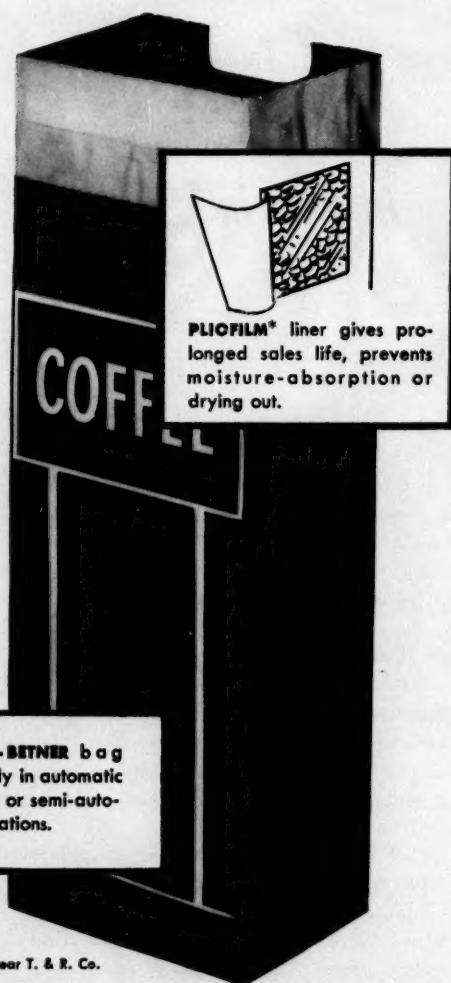


Keep your coffee fresh  
**3 TIMES LONGER**  
 in **FLAV-O-TAINER!**

The first whiff tells the lady she's got fresh coffee! To keep aroma and flavor sealed right in, package it in *extra* protective Shellmar-Betner Flav-O-Tainers. These remarkable bags keep coffee fresh *3 times longer*.

Each Flav-O-Tainer bag has a Pliofilm\* lining that keeps flavor-stealing oxygen from getting in. Seams are hermetically sealed, too. That means a filled bag can be heat-sealed, film to film.

You'll have coffee that is protected from roaster to table if you pack it in safe, thrifty Shellmar-Betner Flav-O-Tainer Bags. And with Shellmar-Betner quality printing your package design will stand out in eye-catching colors.



**PLIOFILM\*** liner gives prolonged sales life, prevents moisture-absorption or drying out.

**SHELLMAR-BETNER** bag fills smoothly in automatic high-speed or semi-automatic operations.

\*TM, The Goodyear T. & R. Co.

**CONTINENTAL © CAN COMPANY**

**SHELLMAR-BETNER**

**FLEXIBLE PACKAGING DIVISION**  
 MT. VERNON, OHIO



Sales Offices in Principal Cities

COFFEE & TEA INDUSTRIES and The Flavor Field



## YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

### 1—NEW COFFEE ROASTER

An illustrated folder describes a new coffee roaster, B. F. Gump Co.'s Ray-Nox. The folder tells about the method of roasting used in the Ray-Nox Roaster, and other features of operation and construction, including recording thermometers and controls. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50, Ill.

### 2—AUTOMATIC BAGGER

This illustrated folder describes a flat bag filling and sealing machine which is fully automatic. The filling and sealing are both done by the single machine. Glue or heat sealing can be used, or a combination of both. It is suggested especially for packaging coffee for glass coffee-makers. Ulbeco, Inc., 19 Rector Street, New York 6, N. Y.

### 3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

### 4—SAMPLE TESTING

Sample testing equipment for coffee and tea companies is described in a four-page illustrated folder. Covered are sample roasters, testing tables, grinders, sieves, kettle outfits, cuspidors, etc. Among the illustrations is that of a typical coffee testing room. Jabez Burns & Sons, Inc., 11th Avenue at 43rd St., New York 36, N. Y.

### 5—COFFEE

"Coffee" is the title of a new 58-page booklet. It has a brief history of coffee, discusses kinds and sources, has charts on world production and consumption, comments on the increasing impact of solubles, studies in detail each of the important demand and supply factors, and explains what planters, dealers and roasters should know about futures trading, with actual examples. Merrill Lynch, Pierce, Fenner & Beane, 70 Pine St., New York City.

SPICE MILL PUBLISHING CO.  
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:  
1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Firm Name .....

Street Address .....

City and State .....

Signature ..... Title .....

NOVEMBER, 1955

Formerly THE SPICE MILL

# COFFEE & TEA INDUSTRIES and The Flavor Field

78th Year

NOVEMBER 1955

Vol. 78, No. 11

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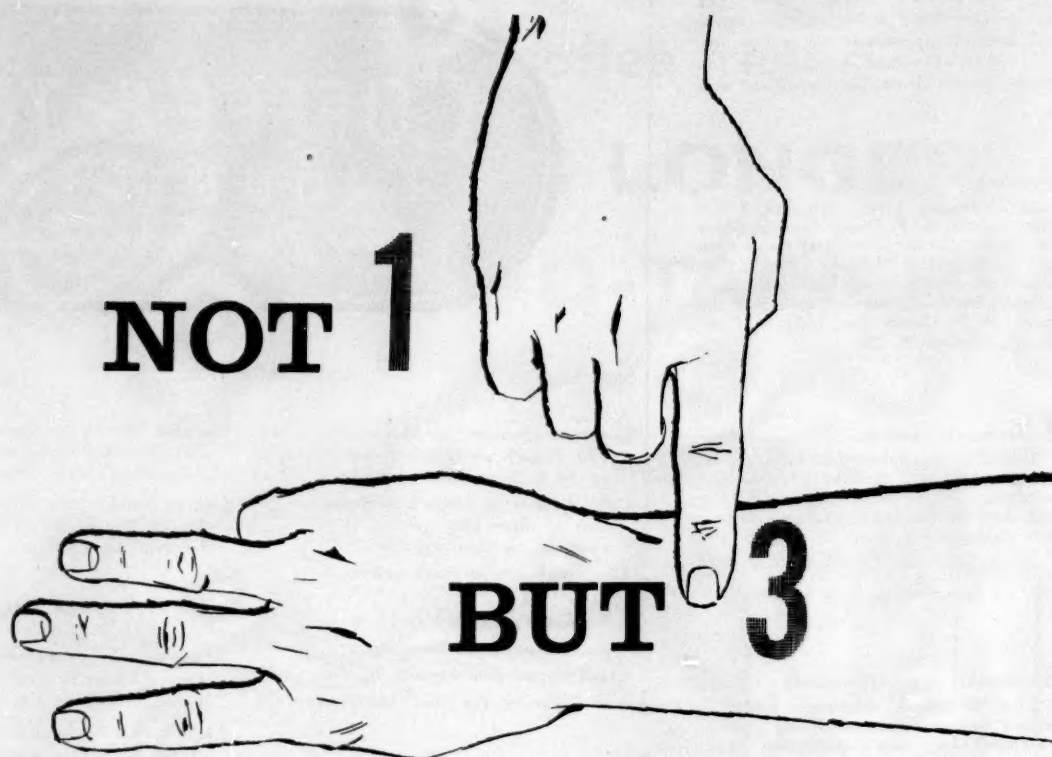
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78th Year

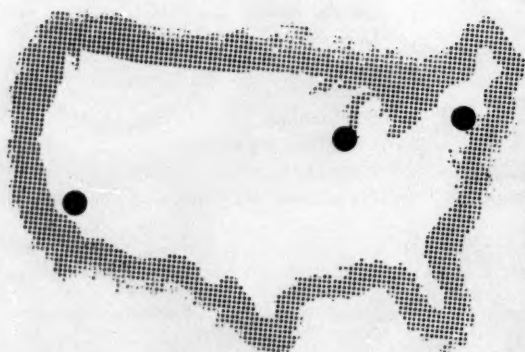


T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor



## For A Growing Industry



At JABEZ BURNS it has always been our policy to spell "SERVICE" not just with a capital "S" but in all capital letters.

Since the coffee and allied trades have spanned the continent, JABEZ BURNS maintains not one but three offices in key spots across the country so as to match PRODUCTS which are second to none, with "SERVICE" which is second to none.

There is a JABEZ BURNS office on the West Coast and in Chicago as well as New York—all equipped to give you:

- *New-Plant Layout*
- *Moves and Additions*
- *Revisions and Replacements*
- *Installation and Maintenance*
- *Spare Parts and Repairs*

Whether it's equipment or service you need—at your call in three key locations is...

## JABEZ BURNS & SONS, INC.

*Engineers*

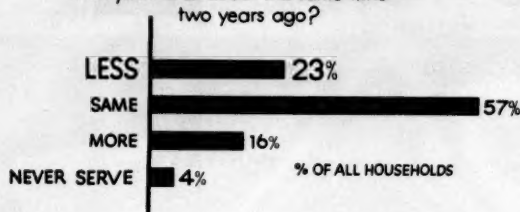
**NEW YORK**  
11th Ave. & 43rd St.  
New York 36, N.Y.

**MID-WEST**  
205 W. Wacker Dr.  
Chicago, Ill.

**WEST-COAST**  
22450 Havenhurst Dr.  
Mountain View, Calif.

## AMOUNT OF COFFEE USED NOW COMPARED WITH TWO YEARS AGO

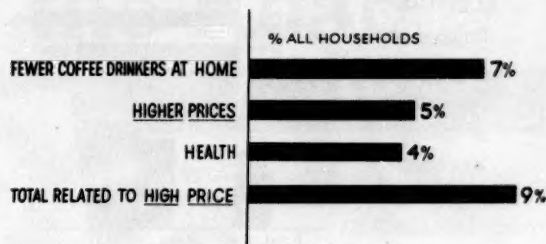
QUESTION: Are you using more or fewer pounds (ozs.) of coffee in your home now than you did at about this same time two years ago?



## MAIN REASONS FOR USING LESS COFFEE

QUESTION:

Why are you using less coffee?



# consumer attitudes on coffee

By LAWRENCE E. BENSON, Benson & Benson, Inc.

*This summary of research expert Lawrence Benson's survey of consumer attitudes on coffee was a key presentation at the San Francisco convention of the National Coffee Association.*

*That convention is underway as this issue goes to press. Mr. Benson's summary was made available in an advance copy.*

*Full details on NCA's 45th annual convention will appear in the next issue of COFFEE & TEA INDUSTRIES.*

It is important to realize that our interpretation is based on long experience in the research field rather than intimate knowledge of the coffee industry. It is possible that some of our conclusions may be negated by factors involved in the manufacturing or marketing of coffee which we are in no position to know. However, we present our conclusions as we see them in the hope that they will provide guidance to the National Coffee Association, but with the knowledge that the members will evaluate them against their own exhaustive knowledge of the industry.

While this survey was designed to investigate the reasons behind the drop in coffee consumption, rather than the extent of such drop, the study demonstrates that a considerable number of American households have reduced their consumption of coffee.

Evidences of reduction come from the facts that:

- 6% of all households have cut out coffee for certain meals or occasions,
- 23% of all housewives are using less coffee than two years ago, while only 16% are using more. (Normal population growth should find more households increasing than decreasing consumption.)
- 20% of coffee-using households are making their coffee last longer through weaker brewing, using left-over coffee, etc.

Although the retail price of coffee may have declined materially from its peak level, the evidence of this survey

clearly demonstrates that the HIGH PRICE of coffee is the most important factor both in shaping housewives' attitudes toward the industry and in influencing the pattern of their coffee consumption.

A net total of 23% of all housewives interviewed reported that high prices of coffee had caused them to effect economies in their coffee-making and coffee-serving practices. Translating this into numbers, it means that over 11,000,000 households have reduced their coffee consumption in varying degrees because of high prices. The importance of this situation is self-evident.

On the attitudinal aspect, while the majority of housewives had formed no particular opinion about the coffee-making or coffee-growing industries, those who held an opinion were more likely to be unfavorable than favorable, with most criticism directed at the high price.

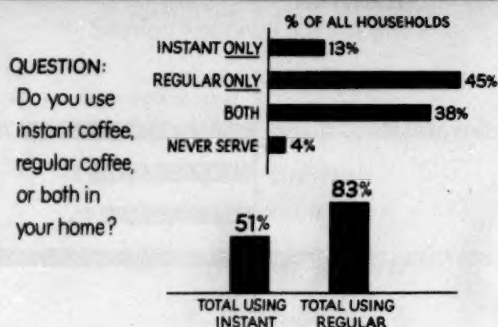
For example:

- 15% of all housewives spontaneously criticized the coffee-making industry because of price. This accounts for almost three-fourths of the unfavorable attitude (21%) toward coffee manufacturers.
- 10% spontaneously criticized coffee growers because of price. This accounts for three-fourths of the unfavorable attitude (13%) toward growers.
- 60% of all housewives feel that the present price of coffee is too high in comparison with other prices.
- 14% of all housewives blame the high prices on the manufacturers, middlemen, or the growers, as profiteers. This is the leading reason housewives advance in explaining the price situation.

It should be pointed out that consumers hold a more unfavorable attitude over-all toward coffee manufacturers (21%) than toward coffee growers (13%). This may indicate that coffee makers and marketeers can expect to be blamed for price increases or other problems, whether



## TYPE OF COFFEE USED



or not they are responsible for them. This is an important point to remember in approaching the public relations problem.

The above findings point to the serious need of extensive efforts to develop more favorable public attitudes toward the coffee industry. The fact that a majority (62% for coffee manufacturers and 75% for growers) have no particular feelings about the industry, one way or the other, provides a real opportunity for public relations' efforts.

Since the high price of coffee dominates consumers' thinking about the coffee industry, creating ill will for the industry and curtailing consumption, the price factor is a most important issue to cope with now. If the price of coffee cannot be reduced, it is essential to convince the housewife that she is not paying a cent more for coffee than sound marketing economics demand. She must be sold on the idea that the price is fair. How best to accomplish this is a matter for the industry and its public relations people to decide.

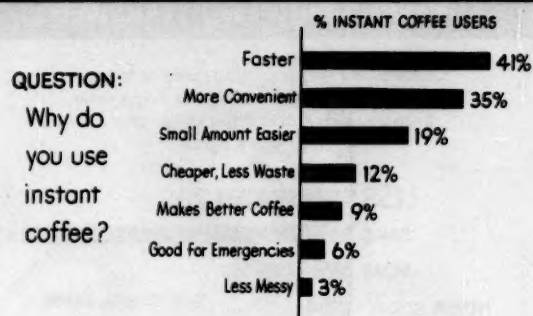
In our opinion, the industry would face an even more serious public relations problem if coffee prices increased again at this time. Rising prices are bound to solidify existing ill will, irritate additional consumers and, we feel, cancel much of the gain in consumption that has been made since prices declined from their peak. Therefore, every effort should be made by the entire industry—growers and manufacturers alike—to avert another general price rise, and, if possible, to bring about a decline in retail prices.

If holding retail coffee prices in line is beyond the control of the manufacturers and marketers of coffee, then it would seem only logical that instead of taking the blame for high prices, they or the National Coffee Association should explain the situation to consumers to make clear that the manufacturers are not profiteering. Otherwise, it would appear that the manufacturer, who is closest to the consumer, will bear the brunt of the blame.

Lower coffee sales do not result from consumers' giving up coffee entirely. Only 1% stopped serving coffee, and only a small proportion of this loss can be ascribed to price. The bulk of this 1% loss appears to result from normal factors that would be present at all times.

The influence of high prices in reducing coffee consumption is found more importantly in such economies as: serving coffee on fewer occasions, making a pound of coffee go further by making coffee weaker, using left-over coffee, eliminating waste, percolating longer, drinking fewer cups, etc.

## WHY INSTANT COFFEE IS USED



The fact that 15% of all coffee-serving households either switched to instant coffee, or increased their usage of instant, since the sharp rise in prices, is also important in this regard. Much of the switch to instant coffee was done for economy reasons. Since instant coffee permits housewives to make the exact amount needed, thereby eliminating waste, saving in coffee consumption can be effected by using this form of coffee.

While the coffee industry's public relations are badly in need of improvement, coffee as a beverage enjoys a very favorable position among American housewives.

96% serve coffee in their homes

71% describe their attitudes toward the beverage in entirely favorable terms

76% were unable to think of anything they disliked about coffee.

The flavor, the stimulation and pickup it provides, the aroma, its satisfying goodness, and the warmth of the drink are the qualities of coffee which have the greatest appeal to housewives. These, therefore, are some of the selling points to be emphasized in advertising.

As for criticisms of coffee—

24% specify something they do not like about coffee, principal mentions being of the taste, the opinion that it keeps people awake, and the belief that it does not agree with them.

18% believe there are reasons why a person should not drink coffee, most of these feeling that coffee can have an adverse effect upon health, the nerves or on some part of the body.

In our opinion, these findings do not constitute a serious attitudinal deterrent to the coffee market, because many of the persons so commenting are coffee drinkers themselves. However, any evidence that may exist refuting the belief that coffee can adversely affect health should be publicized as widely as possible to allay such fears as may exist.

With coffee being served in 96% of all households, there is little or no chance of expanding the market by inducing more housewives to serve it. Therefore, the effort has to be aimed in such directions as:

1. Drinking more coffee
2. Serving coffee on additional occasions
3. Starting youth at an earlier age.

The median age at which housewives started to drink  
(Continued on page 30)

# SIGN UP FOR SAFETY NOW!

tie in  
with "One for the Road"



If you take "One for the Road" make it Coffee

PAN-AMERICAN COFFEE BUREAU, 120 WALL STREET, NEW YORK 5, N. Y.

Your biggest, best public service program for coffee! It promotes safety — wins wholehearted approval of the entire community.

FULL PAGE ADVERTISING in Life and The Saturday Evening Post, sponsored by the Pan-American Coffee Bureau, sells safety during the holidays.

## STILL TIME TO ORDER

	QUANTITY		TOTAL COST	
201 — 800 line mat of above ad (5 col. x 160 li.)	_____	no charge	_____	PAN-AMERICAN COFFEE BUREAU, 120 WALL STREET, NEW YORK 5, N. Y.
202 — 300 line mat of above ad (3 col. x 100 li.)	_____	no charge	_____	
207 — Radio Scripts	_____	no charge	_____	Gentlemen:
208 — 20-Second Television Film Spot	_____	at \$2.00 per print	_____	Please mail or ship the materials postpaid to:
209 — Bumper Strip (18" x 3 1/4")	_____	at \$3.50 per hundred	_____	Firm _____
210 — Window Streamer (20 1/2" x 10 1/2")	_____	at \$3.00 per hundred	_____	Street _____
211 — Back-Bar Poster (13 3/4" x 7 1/4")	_____	at \$2.00 per hundred	_____	City _____ State _____
				Ordered by _____

## Pan-American Coffee Bureau

120 Wall Street, New York 5, N. Y.

Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • Ecuador • El Salvador • Guatemala • Honduras • Mexico • Venezuela

NOVEMBER, 1955

© 1955

13



*Happy Thanksgiving*  
*to all in the coffee industry*

---

WE ARE THANKFUL FOR YOUR GOOD WILL

---

Now, and in the months ahead

Let's Give Coffee a Break

Let's help overcome the trend toward too weak a brew.

---

**RUFFNER, McDOWELL & BURCH, INC.**  
COFFEE BROKERS AND AGENTS

SAN FRANCISCO — CHICAGO — NEW ORLEANS — NEW YORK

**"It pays to trade the Ruffner way"**



# official views on coffee extenders

Suppose you, a roaster, find extenders being pushed in your territory. What should you know about how they stand under the law in your state? What is official state opinion on them? What information do you owe your customers along these lines?

Last year Breed, Abbott & Morgan, attorneys for the National Coffee Association, surveyed all states on this matter. The attorneys sent out this inquiry:

"Under the food law and regulations in effect under your jurisdiction, could you please advise us as to your opinion with respect to the following question:

"In regard to the sale at retail to the consumer of a cup of coffee, is it permissible, without disclosing the fact to

the buyer through signs or otherwise, to add any ingredient, element or product (other than the customary addition of water, cream, milk or sugar), which added substance is not coffee but which, when added, may change or improve the color or appearance to alter the flavor or taste of the coffee?"

Following is Part 3—Conclusion of a round-up of the meat of each reply, by states, with the official giving the opinion.

No answers were received from Delaware, South Carolina and South Dakota. Arizona referred the inquiry to the attorney general's office for an interpretation.

## Part 3 — Conclusion

### Virginia

*Opinion:* "Your letter . . . poses a question which is difficult if not impossible to answer specifically. You requested our opinion, which, of course, would not necessarily be that of the courts.

"Section 3-315 (b) 2 and (4) of the Virginia Food Laws, copy of which is enclosed, would appear to have some bearing on the matter. Also, since a cup of coffee is not food in package form. It would not have to be labeled with a list of ingredients.

"Despite any interpretation of the statutes, it is our opinion that consumer acceptance would be the final authority in the matter. It is quite likely that a consumer who did not approve of your hypothetical product served by one restaurant, would seek the product he desired elsewhere. Conversely, he would continue to patronize the restaurant serving the hypothetical product, if it met with his approval.

"Another important factor is that Virginia does not have the personnel nor the facilities to control every ingredient being used in all the various non-alcoholic beverages sold to consumer.

"The above opinion is based upon the assumption that the ingredient to be added to coffee is not poisonous, deleterious, or otherwise unfit for food."

*Source:* Herbert McLeod, Jr., Food Inspection Supervisor, Division of Dairy & Foods.

### Washington

*Opinion:* "About one year ago the department drew a regulation regarding the question of coffee substitutes and setting up certain requirements if other ingredients other than coffee were substituted or added to the coffee. This regulation was contested in a public hearing and thereupon was submitted to the Attorney General as to its legality. The Attorney General rendered an opinion that the department did not have the authority under the statutes to draw such a regulation. Therefore, the regulation never became effective.

"Under the Washington Pure Food and Labeling Act certain standards have been set and coffee has been defined in Order No. 250. The principle regulation reads as follows:

(a) COFFEE. The seed of cultivated varieties of Coffee Arabica, C. liberica, and C. robusta.

1. Green coffee, raw coffee, unroasted coffee, is coffee freed from all but a small portion of its spermoderm, and conforms in variety and in place of production to the name it bears.

2. Roasted coffee, 'coffee,' is properly cleaned green coffee which by the action of heat (roasting) has become brown and has developed its characteristic aroma.

Regulation 2. There are on the market a number of products which are prepared from roasted cereals, caramel, or other similar substances, and which are to be added to coffee for the purpose of imparting a dark color and a certain amount of flavor. These preparations are not entitled to be labeled 'coffee essence', 'essence of coffee,' or (essence for coffee, but they should be plainly labeled to indicate their nature, or, since they are imitations of coffee essence, they may be labeled so as to indicate plainly the fact that they are imitations."

"This regulation is a legal regulation meeting the statutory requirements of the Pure Food and Drug Act and indicates clearly that those products to be used must be labeled under the provisions of the Labeling Act of this state and the regulations in Order No. 250 set out the provisions by defining coffee.

"Therefore, the answer to the question in your letter is that there are no requirements in this state prohibiting or limiting the use of substances being added to coffee in the process of making, brewing, or serving as a service. However, it would be illegal to package coffee labeled as coffee that contained any substance other than coffee as defined in Regulation 250."

*Source:* Sverre N. Omdahl, Director, Joseph E. McCauley, Supervisor, Regulatory Division, Department of Agriculture.

### West Virginia

*Opinion:* "I am enclosing a copy of our Market Laws and refer you to our Pure Food Law, section 7, sub-section 6, 7 and 8, page 5. Since our market laws deal specifically with agricultural products, we do not have a regulation or standard pertaining to coffee or beverages. Therefore, such products would fall under the provisions of this law.

"For your information all food products distributed or offered for sale in West Virginia must also comply with

(Continued on page 29)

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DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI

# the revolution in green coffee marketing

By GEORGE A. MANDIS, Coffee, Cocoa and Sugar Specialist



## hedging for the roaster

### Part 7

Roasters have serious market risks inherent in their business. These risks are a result of being long or short raw coffee (inventory), blends in process, and unsold finished blends (packaged and ready for distribution). They have a further risk in giving our distributor/retail outlets a 45-day guarantee against a price drop.

Roasters who buy raw material without having previously sold, or who do not immediately sell an equivalent amount of finished blends go long the price of spot coffee, take *all the risks* of price fluctuations. The roaster does not alter this *basic risk position* by putting the coffee in process of roasting/manufacture or in converting it into finished blends ready for distribution but unsold. Therefore, the risk of being long the finished blends is different from being long raw coffee only in that his position is less flexible in the latter case.

Let us now consider the other side of the story, when the roaster sells his finished blends to his distributor/retail outlets without having either the finished blends on hand or the raw coffee out of which to make them. If the roaster does not buy the required amount of coffee immediately, goes short the finished blends. In the market, the short position in the finished blends market is the equivalent of being short raw coffee to make them.

The roaster rarely finds it possible simultaneously to buy spot coffee and sell finished blends or sell finished blends and buy raw coffee. It would appear that the roaster is *doomed* to take the risk of the market either on the long side or on the short side of the market.

The 64 dollar question: Is it necessary for the roaster to take these risks? If not, how can the roaster avoid them or reduce them? Surely the roaster cannot afford to take himself out of the market entirely to avoid such market risks for the resulting losses from a close-down would be a lot worse and more expensive than the market risks on raw coffee or on the finished blends.

The roaster has on hand in the coffee marketing system the opportunity to go long or short raw coffee without taking the risks of the market by maintaining a balanced position applied to the roaster. This means that the roaster who incurs one risk in the course of his business, deliberately incurs a like or equivalent risk on the other side of the market, so that one risk balances or offsets the other.

*Hedging long market risks.* If the roaster is unable to sell immediately the finished blends, he can still eliminate most of the market risk created by going long the required

type of spot coffee. He can do this in one or the other of two ways:

(1)—The roaster can buy the basis (or go long the basis) by executing with an importer a buyer's call contract. We have already fully explained this type of transaction.

(2)—The other way, the roaster may acquire the desired type of coffee on a fixed price basis and avoid taking the risk on the whole price of coffee by selling an equivalent amount in the futures. The roaster eliminates the risks of owing the base or futures price on the spot coffee by selling the futures as a hedge. The roaster's only risk in this case is being long *the basis*. Another risk depends on the type of market we have, whether it is a premium or a discount market. It is extremely difficult to hedge (going long the basis) in a discount market. Most roasters would do well to avoid this trouble by trying to buy "on call" as pointed out in (1) above.

*Hedging short market risks.* When a roaster sells goods for forward delivery without having spot coffee already bought, the roaster goes short the coffee blends, which is equivalent to going short spot coffee to the amount required to make the finished coffee blends.

The roaster can balance his market position and eliminate most of his short position risk in the coffee market resulting from selling coffee blends short in one of two ways.

(1)—The roaster can buy a coffee futures contract and exchange the futures later for the actual type of coffee needed, or

(2)—The roaster can buy the desired type of spot coffee from the importer either at a fixed price or "on call" contract and ask the price be fixed immediately.

In thinking over the above, the roaster must also make allowances in trying to remove some of the risk regarding the *45 day guarantee clause against price drop* usually made to distributor/retail outlets. This risk can be minimized if the roaster would book his spot coffee requirements on a *buyer's call contract*, the full price to be determined (finalized) after the roaster feels that the distributor/retail outlets can dispose the remaining supplies of finished coffee blends on hand at the agreed selling price.

The seasonal risks must also be taken into consideration as well. Roasters must frequently anticipate these peak seasonal sales of their products by roasting stocks to keep in continuous operation. Under such conditions, roasters would do well to buy "on call," the full price of the spot coffee to be fixed at such time when the selling price to the distributor/retail outlets can be ascertained.

(Continued on page 29)





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## On the menu

developments among public feeding outlets

### Offer variety of coffee brews to build business, Van Horn tells restaurateurs

Restaurant operators have an opportunity to increase business by serving both a better cup of coffee and offering a variety of coffee brews, Ed Van Horn, director of advertising of the Pan-American Coffee Bureau, told the Indiana Restaurant Association convention in Indianapolis.

"Don't just list 'coffee' on the menu, if you really want satisfied customers who will come back again and again," he said. "Serve a demi-tasse coffee, Viennese coffee, Cafe Au Lait, maybe even a Turkish coffee. Feature a different kind of coffee on menu clips each week," he advised.

This suggestion, Mr. Van Horn said, is based on the findings of a motivational research study recently conducted for the Pan-American Coffee Bureau by the Institute for Motivational Research. The purpose was to learn peoples' deep-seated feelings about coffee, why they drink it or why they don't drink more of it.

Discussing the study as it applied to restaurants, he reported that the researchers found people want more variety in coffee and that they want better coffee.

"They are tired of mediocre, tasteless coffee, coffee 'stretched' to the point where it's just colored water," he said.

The findings also revealed that the cup of coffee most enjoyed is the second one, Mr. Van Horn stated. People associate feelings of well-being, relaxation and contentment with coffee, he pointed out, and this is particularly true with the second cup.

"Make the customer feel at home, and there is no better or more effective way than by offering or selling a second cup of coffee," he said.

Mr. Van Horn urged restaurant operators to capitalize on the coffee-break tradition by setting up catering services for nearby plants and office buildings.

He added that many restaurants have at very little cost developed a profitable business of selling coffee, pastries, and other snacks in this manner.

### New vending machine perks fresh brew from real ground coffee as it serves

National expansion of a new coffee vending service, using a newly-developed machine that actually percolates real coffee, will be undertaken by Interstate-United Coffee Corp., with home offices in Chicago and Los Angeles.

The new machine, trade-named Perk-O-Fresh, is said to be the only vending dispenser that perks fresh coffee from real ground coffee as it serves. Assuring a continuous supply of fresh coffee, it uses a battery of 40 automatic 16-cup percolators.

Until now, automatic coffee services have relied on vending machines that mix hot water with coffee concentrates or on delivered pre-brewed coffee in bulk containers.

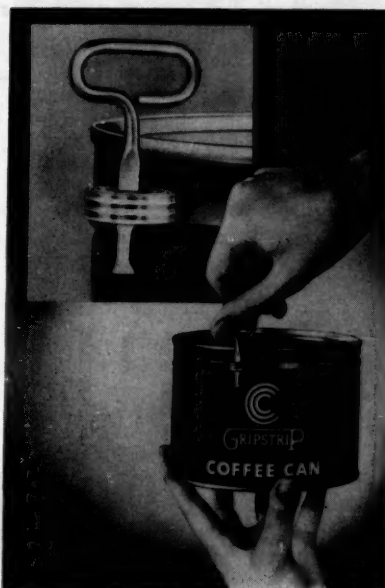
Tremendous success of the Perk-O-Fresh when introduced earlier this year in Southern California and Illinois led to formation of the Interstate-United Coffee Corp. to direct national expansion under Paul Rosenbaum, chairman of the board, and Ronald Wolff, president.

Mr. Rosenbaum announced the new corporation has taken over the original operating companies as subsidiaries, with several hundred Perk-O-Fresh machines already installed in industrial plants, including Ansco, Lockheed, Goodrich, Firestone, American Can and Sears-Roebuck.

Mr. Wolff pointed out that the Consolidated Vending Service Co., Burbank, Calif., the Interstate Coffee Corp. of California, and Apex Coffee Vending, Inc., Chicago, will continue to expand installations in these two states while new operating bases are organized in other metropolitan areas nationally. New territories are being opened in New York, Buffalo and Binghamton, with many more to follow.

Home offices for the Interstate-United Coffee Corp. in California are at 3607 West Pacific Avenue, Burbank, and in Illinois at 1723 South Michigan Avenue, Chicago.

Advertising and publicity for the new corporation will be directed nationally by Hal Stebbins, Inc., Los Angeles.



The new self-tracking beaded rip strip developed by Continental Can to prevent "off key" unwinding on one and two pound coffee cans. A multiple bead within the score lines of the rip strip acts like tiny railroad tracks.

### Continental develops beaded rip strip for coffee cans

A new self-tracking beaded rip strip that prevents "off-key" unwinding on one and two pound cans, is an important new development of the Continental Can Co.

Called "Gripstrip," this coffee can improvement consists of a multiple bead within the score lines of the rip strip, acting like tiny railroad tracks. It provides a self-tracking feature so that the rip strip does not slip off the key during the unwinding process.

Gripstrip thus solves a problem that has long been plaguing housewives. Each turn of the key now automatically locks one section of rip strip firmly against the next, all the way around the can. Moreover, the beading actually adds strength to the body of the can, at no additional cost to the packer.

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**Dear Sir:**

## LETTERS TO THE EDITOR

Dear Sir:

J. Sidney Johnson's letter, published on page 15 of your July, 1955 issue, blames the coffee roasting industry for profitless retailing of coffee. I think Mr. Johnson could, with somewhat more justice, have blamed the roaster for his own profitless selling!

When I read the following in a United Business Report, dated November 15th, 1954: "The steel industry has weathered the 1954 recession with flying colors. Never before has the steel operating level fallen below 70% of capacity for many months (exclusive of strike periods) without price cutting developing. In the past, price concessions actually had a more disastrous effect on earnings than did the reduced operations," I was struck by the difference between the steel industry and the coffee industry, which stumbled all over itself in a rush to see who would be the first to reduce and who could reduce the most as green coffee declined last year.

Financial reports for coffee roasters and for large companies with roasting divisions, covering 1954 and fiscal years including 1954 and early 1955, have been unanimous in blaming coffee for extremely large declines in profit, first because roasted prices lagged so much behind rises in green coffee costs, and second because declines were taken long before they were justified by actual costs.

### Whose fault?

Whose fault? Only that of the industry, which appears to be afraid to make a profit. Yet a profit which would finance coffee publicity may be its only salvation. It is at least doubtful that any large increase in coffee consumption will result from the single stimulant of price.

Just as no one forces a roaster to sell coffee at low profit or actual loss, so no one forces the retailer to use coffee as a loss leader except the retailer himself.

This is obvious from the fact that retail prices on identical brands may vary as much as 6¢ per pound from one section of the country to another, and that some sections of the country, including the Los Angeles-California area, see coffee retailing at 10¢ to 15¢ per pound below grocer costs, while others have a relatively profitable retail price level.

We in the coffee business look at coffee because we are interested in it, primarily, but a bad price level on coffee is quite often only reflective of a bad price situation generally . . . perhaps even on crackers! This can be no one's fault but that of the retailer.

It is doubtful that the coffee industry can make coffee profitable at the retail level . . . this will depend on conditions in which the retailer operates . . . but the coffee industry can make its own operations profitable—first, by taking advances closer to actual advances in coffee costs; then, by taking declines when they are more nearly justified by actual cost of coffee in inventory and by not protecting grocers against declines in costs. None of these things will happen by itself, and only the large roasters who actually set the price level can bring about a better profit structure.

Coffee accounts for a large portion of the total food business, which should be profitable at all levels, and in this respect Mr. Johnson is right.

Irving Manning

Smart & Final Iris Co.  
Los Angeles, Calif.

NOVEMBER, 1955

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the exact  
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full-bodied  
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## Weigh Canada's coffee, tea trends at convention

Prospects for enlarging the markets for both tea and coffee were examined at the eighth annual convention of the Tea and Coffee Association of Canada, held at the Seignior Club, Montebello, Quebec.

E. G. Simpson, of the Salada Tea Co. of Canada, Ltd., Toronto, was elected president. Named secretary was D. M. McClymont, of Ottawa, Ontario.

Elected to the board of directors were:

From British Columbia, vice president, B. C. Erridge, Nabob Foods, Ltd., Vancouver, B. C.; director, E. J. King, W. H. Malkin Co., Ltd., Vancouver, B. C.

From the Prairie Provinces, vice president, J. B. Dangerfield, Hudson's Bay House, Winnipeg, Manitoba; director, S. W. Hoare, Blue Ribbon Corp., Ltd., Winnipeg, Manitoba.

From Ontario, Mr. Simpson, as president, and as director, W. L. Scandrett, Hayter & Scandrett, Toronto, Ontario.

From Quebec, vice president, H. L. Keen, T. H. Estabrooks Co., Ltd., Montreal, P. Q.; director, A. E. Nixon, Standard Brands Ltd., Montreal, P. Q.

From the Maritimes, vice president, R. B. Brenan, G. E. Barbour Co., Ltd., St. John, N. B.; director, W. H. C. Schwartz, W. H. Schwartz & Sons, Ltd, Halifax, N. S.

Arthur L. Ransohoff, speaking as vice chairman of the National Coffee Association, noted that Canadian coffee consumption, as in the U.S., had fallen off.

He pointed out that his objective was to rally the industry, rather than mourn it. What is needed in this business more than anything else at the moment, he said, is the most forceful and most concentrated merchandising cam-

paign that the coffee industry can conceive and put into action.

J. K. Evans, consultant to the Pan-American Coffee Bureau, noted that last year Canada purchased \$53,000,000 worth of coffee from Latin American countries and in return sold them more than \$186,500,000 worth of exports.

He pictured a bright future for Canadian foreign trade. This is especially possible, he said, because Canada's per capita trade normally is much brighter than that of other world traders.

Establishing good brewing practices among both consumers and restaurant operators will increase coffee consumption, Eugene G. Laughery, general manager of the Coffee Brewing Institute, Inc., declared.

"It has been definitely determined that the consumer does know a cup of good coffee when he tastes one," Mr. Laughery said, in citing the results of a recent study conducted with restaurant patrons in New York City, Chicago and Los Angeles.

Next to cleanliness and courtesy, coffee was the most important factor in choosing a place to eat, and people were more loyal to restaurants serving good coffee, Mr. Laughery reported.

All elements of the coffee industry must cooperate in a vigorous and productive consumer relations program to expand Canadian markets, Gilbert Coburn, director of Public relations of the Pan-American Coffee Bureau, told the convention.

"The Pan-American Coffee Bureau recognizes the need

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UNWASHED

WASHED

W. R. Grace & Co.



for more promotional work," he said. "We will realize the coffee potential in Canada. You are now the fifth largest coffee-using nation in the world, having come up in two years from seventh place. Just in the last 60 seconds, Canadians drank 15,000 cups of coffee. At least, that is your present average rate of consumption. It can be higher."

In support of its year-end "One for the Road" highway safety program, PACB will place advertisements in French and English dailies in every province of Canada, Mr. Coburn told the convention.

D. M. Langton, executive director of the Tea Council of Canada, told delegates the average Canadian 15 years of age and over consumes about 4½ pounds of tea a year—making him one of the heavier tea-drinkers of the world.

Tea is a part of the Canadian way of life, he said. The rapid expansion of Canadian population forecast for the years ahead presents the tea industry with the prospect of growing as never before.

Achievements in tea promotion, the outlook for future growth and firsthand comments on tea producing countries he visited recently were offered by Edward J. Vinnicombe, Jr., president of the Tea Association of the U.S.A.

The standard of living of tea workers in India and Ceylon is rising, Leslie Gray declared at the convention. Mr. Gray is responsible for the buying policy of one of the world's largest tea-packing organizations, Brooke Bond and Co., Ltd., London.

Not only is the wage scale of tea workers rising, but tea-growing organizations also provide living accommodation and medical and educational facilities, Mr. Gray said.

### **Mario de Camara named Finance Minister of Brazil as Cafe turns down Whitaker program**

Coffee interests around the world watched tensely as Brazil underwent a cabinet shake-up brought on by decisions on currency reform policies.

President Joao Cafe Filho decided not to approve the program of devaluation presented by Finance Minister Jose Maria Whitaker.

Mr. Whitaker tendered his resignation, and after a few days it was accepted.

Named as successor was Mario de Camara, well known in New York City as head of the Brazil Treasury Delegation.

He said he would maintain his predecessor's coffee and financial policies—no support purchases and no minimums. He added, however, that he would have Congress pass on the proposed reform program.

It was in favor of this procedure, rather than reform by presidential decree, that President Cafe had turned down the Whitaker plan.

Indications were that the policies would not be changed until Brazil's newly elected government takes office.

Mr. Camara nominated Arthur Santos as president of the Bank of Brazil to succeed Paul de Rocha Medeiros, who resigned as a gesture of solidarity with ex-Finance Minister Whitaker.

A spokesman for the Brazilian coffee industry was reported to have stated that the question of an International Coffee Agreement will be taken up again when the new administration comes in.

NOVEMBER, 1955

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Then a full 20 pages are devoted to futures trading . . . to actual examples of the many, many ways that planters, roasters, and dealers alike can use the futures markets to advantage.

From the simple hedge, to "M" and "B" straddles, the whole thing is spelled out as clearly and simply as possible.

If it's a question on coffee, we think you'll find the answer somewhere in the pages of this booklet.

If you'd like a copy of "*Coffee*," there's no charge of any kind. Simply address—

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☐ Distributor ☐ Manufacturer's Representative  
☐ Dealer Others Please Specify \_\_\_\_\_

## Marketing

advertising . . . merchandising . . . promotion

### New display material for "One for the Road" available from PACB

New and striking display and promotion materials are available for local use by the coffee trade in this year's "One for the Road" highway safety campaign during the year-end holidays, the Pan-American Coffee Bureau has announced.

Featuring the slogan, "For Holiday Safety, If You Take 'One for the Road', Make It Coffee," Bureau officials expect this year's effort to be the biggest to date. This marks the seventh year the Bureau, which originated "One for the Road," has sponsored this holiday highway safety campaign.

The program has won the support of allied industries, government officials and safety groups.

The Bureau will run full-page advertisements featuring a large coffee cup resting on a "saucer highway" filled with cars in the December 17th issue of the Saturday Evening Post and the special December 28th issue of Life, which covers the last two weeks of the year.

An innovation this year in the materials which have been prepared for local use is a 20-second television film spot, with time at the end for a local sponsor's identification.

A second new item is a two-color bumper strip, printed in "da-glo" yellow on a black background to give it greater night visibility. It has adhesive on the back for attaching to the car bumper.

Also available are window streamers and back-bar posters, done in a coffee-brown with bright yellow lettering accented with black. Both have space for imprinting. Suggested radio commercials and newspaper mats, for local sponsorship, also are being offered.

### Eppens, Smith wins "Joshua" award

The Eppens, Smith Co., Inc., New York City, processor of Holland House products, has been voted the "Joshua" award for the most distinguished use of match book advertising for coffee and tea products in 1955, Charles Furcolowe, director of the Match Industry Information Bureau, has announced.

The award-winning match book was selected by a panel of judges on the basis of its clean, straightforward merchandising. The front cover shows the vacuum tin of regular grind coffee, while the rear cover shows the brand's tea bags and instant coffee.

The "Joshua" award is named for the inventor of match books, Joshua Pusey.

### S&W coffee ads bring honors

An award for "exceptional merit in general newspaper advertising" was accorded S&W's series of coffee ads at the recent annual convention of the Advertising Association of the West in Portland, Oregon.

Sponsor was the Pacific Coast Division, Bureau of Advertising, of the American Newspaper Publishers Association.

**Spiller named director of marketing  
for Maxwell House; White heads operations**

Announcement of two top management appointments in the Maxwell House division of General Foods was made by C. W. Cook, GF vice president and division general manager.

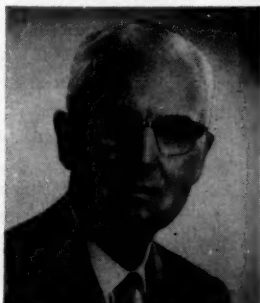
Clifford Spiller has been named director of marketing for Maxwell House, and George White has been appointed manager of operations.

Mr. Spiller has been general manager of GF's Walter Baker division, located in Dorchester, Mass., for the last two years. Associated with various General Foods divisions for the last ten years, he previously served as general manager of the Franklin Baker division, and before that was sales and advertising manager for a number of GF products.

In the newly created position of marketing manager of GF's largest division, Mr. Spiller will be responsible for management of its various brands (Maxwell House, Sanka and Instant Sanka, and Yuban and Bliss coffees, as well as regular Maxwell House), for advertising, and for overall direction of all sales activities.

For the past year, Mr. White has been advertising and merchandising manager of Maxwell House. Previously he had been production manager of the division and prior to that was manager of its Hoboken plant. An employee of General Foods since 1929, he spent a number of years as an executive of its Canadian subsidiary. His previous positions were in the Walter Baker plant in Dorchester, Mass., and the Minute Tapioca plant in Orange, Mass.

As Maxwell House manager of operations, Mr. White will have responsibility for over-all direction of research, manufacturing, traffic personnel, and the purchase of supplies other than green coffee.



Harry P. Riley, named Atwood  
Coffee assistant vice president

**Riley named Atwood Coffee  
assistant vice president**

Harry P. Riley, sales manager of the Atwood Coffee Co., Minneapolis, has been promoted to assistant vice president in charge of general jobbing business for the Atwood Coffee Co., Minneapolis.

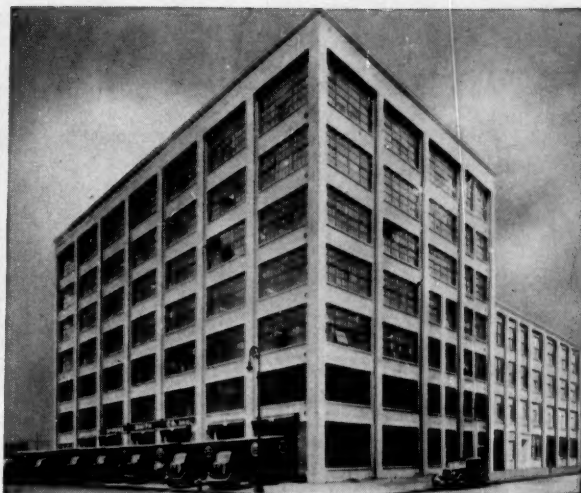
A graduate of St. Thomas College, Mr. Riley is well known in the coffee industry.

Roy Anderson, formerly in charge of St. Paul sales for Atwood Coffee, has been promoted to sales manager.

**Coffee truck robbed**

Tom Shields a salesman-driver for the Arnholt Coffee Co., Denver, Colo., reported to police that someone broke into his truck while it was parked in front of the company offices and stole 231 pounds of coffee and 50 pounds of spices.

NOVEMBER, 1955



**A Century of Service...**

PRIVATE LABEL BLENDING, ROASTING, PACKING — TEA BAG PACKING —  
TO SPECIFICATIONS — VACUUM TINS, 1-LB. PAPER BAGS, RESTAURANT  
PACKS, 2 AND 4 OZ. INSTANT.

Complete service available — supplying green coffee, roasting to  
your specifications, blending to your standard, packing under  
your label. Samples of your coffee matched and prices quoted.

**EPPENS, SMITH CO., Inc.**

Direct Importers of Coffee and Tea  
51-02 21st Street, Long Island City 1, N. Y.  
Telephone EXeter 2-0600

**FAIRCHILD & BOLTE**

91 FRONT STREET

NEW YORK

*Green Coffee*

AGENTS AND BROKERS  
REPRESENTING  
BRAZILIAN and MILD SHIPPERS

**Members:**

NATIONAL COFFEE ASSOCIATION  
GREEN COFFEE ASSN. OF N.Y.C.  
N.Y. COFFEE AND SUGAR EXCHANGE







## Leon Israel & Bros., Inc. Coffee Importers

NEW YORK  
101 FRONT ST.

SAN FRANCISCO  
160 CALIFORNIA ST.

NEW ORLEANS  
300 MAGAZINE ST.

AGENTS FOR  
LEON ISRAEL AGRICOLA E EXPORTADORA S/A  
(BRAZIL)

Coffee Planters & Exporters  
SANTOS • RIO DE JANEIRO  
PARANAGUA • ANGRA DOS REIS

General Agents for Europe  
ISRAEL (LONDON) LTD.  
110 Cannon St., London E.C. 4, England



*It's  
Coffee-er  
Coffee!*

S. A. SCHONBRUNN & CO., INC.  
77 Water Street, New York, N. Y.

## Solubles

### Kenya coffee industry considers building own soluble plant

Delegates to the Annual Coffee Conference held in Nairobi, Kenya, unanimously approved a resolution to explore the possibility of setting up an organization to manufacture soluble coffee.

A delegate said he had already written to some machinery manufacturers in the United States.

### New federal specifications for instant coffee submitted for industry approval

A new federal specification for instant coffee, now in the formal coordination stage, will supersede the present military specification for the product (MIL-C-1019C, dated April 5th, 1954).

Although patterned after the present specification, the new purchasing instrument will be available for use by all Federal agencies. The former specification was used primarily for Armed Forces procurement.

The Army Quartermaster Corps has been designated as the preparing activity and custodian. Copies of the draft of the proposed specification have been presented to members of the coffee industry for their consideration.

The Quartermaster Food and Container Institute for the Armed Forces is assisting industry in this review. All industry comments will be given careful consideration before the final publication of the specification.

### Nestle plans big soluble drive to boost Texas sales

The Nestle Co., Inc., White Plains, N. Y., will spend approximately \$500,000 in Texas in 1956 in an effort to boost the sales of Nescafe, its nationally advertised instant coffee.

Hans J. Wolfli, president of the company, said in New York State 42% of all the coffee drunk in homes is instant coffee, while the national average is 32%.

"In Texas, only 18 per cent of all the coffee drunk in homes is instant coffee," he said, "making the state an instant coffee development area."

### Penndale now packing under private labels for 38 leading firms

Penndale instant coffee, product of Penndale, Inc., Lansdale, Pa., is now packed under the private labels of 38 of America's leading distributors, according to a company announcement.

One of them has already become the No. 1 seller in one of the country's most competitive coffee markets while others are pushing for top position in other markets, company officials state.

Penndale announces that it is offering the following three flavors of instant coffee: New York blend and roast, Midwest blend and roast, and Pacific Coast quality.

The company announcement states that Penndale quality means solubility without stirring—even in iced water—

COFFEE & TEA INDUSTRIES and The Flavor Field



brilliant cup quality, perfect keeping quality, absolute uniformity, more cups per jar, and extremely good shelf life. Penndale instant coffee is manufactured under the Penndale-Vulcan process, which is backed by research and quality control, according to the company.

Glass jars holding two and four ounces of the product and metal screw top closures are supplied by Owens-Illinois Glass Company, Toledo, Ohio.

#### Mrs. Jabez Burns celebrates 100th birthday

Mrs. Jabez Burns, widow of Jabez Burns, Jr., son of the founder of Jabez Burns & Son, marked her 100th birthday on September 17th.

She visited with her son, Kenneth Burns, at his home in Southampton, Long Island, N. Y., where she greeted her friends who came to congratulate her. Born in Brooklyn, N. Y., Mrs. Burns spent part of her youth at Fort Washington, where her father was stationed during the Civil War. The fort was near Washington, D. C., and Mrs. Burns particularly remembers the feverish activity caused by the assassination of President Lincoln.

Even at 100, Mrs. Burns has a family record to reach. Her "Grandmother Hicks," who was born during the revolutionary period, lived to 102.

Mrs. Burns' eldest son, William G. Burns, was chairman of the board of Jabez Burns & Sons until his death in 1953.

Kenneth Burns is still associated with the concern as director and vice president.

#### Named to Coffee Brewing Institute staff

Appointment of Warron Schmidt as Midwest field representative for the Coffee Brewing Institute, and Margaret McDougall as assistant in the public relations department, has been announced by Eugene G. Laughery, general manager.

Mr. Schmidt, who has specialized in sales promotion work, serving in this capacity for several large Midwestern organizations, including the International Harvester Co., will make his headquarters in Chicago. His territory will cover nine states. Under the direction of the New York office he will conduct field research activities in that area, maintaining contact with roasters and supervising educational campaigns initiated by the home office.

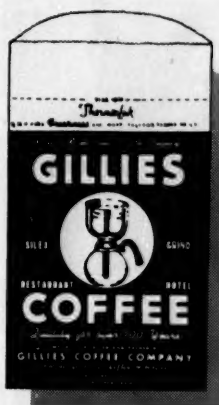
Margaret McDougall was formerly associated with the National Coffee Association, and more recently with the United States Life Insurance Co. The major portion of her efforts will be devoted to women's programs, now in the process of development.

#### Hot coffee is fastest-growing vended item

The fastest-growing vended item is hot coffee, according to a study of industrial feeding practices just completed by the Paper Cup and Container Institute with the cooperation of Vend, business paper of the automatic merchandising industry.

In 1945, only 3% of the industrial plants offered coffee through vending machines.

Soft drinks are still the biggest single liquid vended item, but the number of plants providing milk through machines doubled in the last ten years.



**ThermaLok**  
REG. U.S. PAT. OFF

**HEAT SEAL  
COFFEE BAGS**

*Made RIGHT!  
Priced RIGHT!*

Available with Heat Seal strip for fast, efficient packaging in Kraft and colors. Ready for immediate shipment from stock . . . or attractively printed with your Private Design.

Available in ½ lb. and 1 lb. sizes also.

*Write today for samples and prices*

**Atlantic**

**COFFEE BAG CO., INC.**

220 KOSCIUSKO ST. • BROOKLYN 16, N. Y. • TELEPHONE 8-8100



**MAXWELL  
HOUSE  
COFFEE**



MEMBER OF  
**NCA**

**BOUGHT AND ENJOYED BY MORE  
PEOPLE THAN ANY OTHER BRAND**

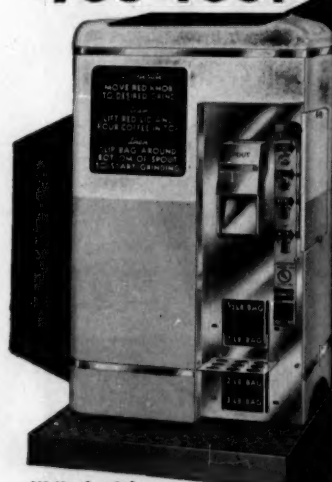
*Good to the Last Drop!*

**BOWEN SPRAY DRYERS**  
Always Offer You More!



**Your Most Practical Approach to SOLUBLE COFFEE production is thru-**  
**BOWEN ENGINEERING, INC.**  
NORTH BRANCH 5, N. J.  
Write for illustrated booklet—  
*The Bowen Spray Dryer Laboratory*

## GRINDMASTERS WILL OPEN THE DOOR FOR YOU TOO!



Write for information on how you can use GRINDMASTERS to greatly increase sales of your bag packed whole bean coffees.

**AMERICAN DUPLEX CO.**  
815-827 West Market St. Louisville 2, Ky.

**1**  
Grindmaster's Low Cost encourages Retailer acceptance.

**2**  
The only way to get aroma selling for you and retailer.

**3**  
Makes retailers more willing to feature and promote bag packed coffees.

**4**  
More roasters use the GRINDMASTER to increase whole bean sales than any other make.

### AMA reverses stand on decaffeinated coffee; admits inaccurate results in earlier report

The American Medical Association has reversed its findings on decaffeinated coffee. An AMA report earlier this year had indicated that advertising claims for removal of caffeine from coffee were exaggerated.

New tests show, however, that 97% of the caffeine actually can be removed from coffee.

Results of the new study appeared in the Journal of the American Medical Association, which had published the first report. The Journal also published an interim note advertising that the analytical procedures in the initial tests could lead to inaccurate results, and that conclusions based on the earlier findings should be held in abeyance until further investigation was completed.

AMA's chemical laboratory also reported its new tests showed regular instant coffees contain about the same amount of caffeine as regular ground coffees.

The report said the average cup of decaffeinated coffee—either regular or instant—has only about one-fortieth of the amount of caffeine present in regular ground or instant coffee.

Referring to its first report, based on different testing methods, the laboratory said: "The data now presented indicate that inaccurate results were reported in the original article of July 23 in regard to the caffeine content of the instant decaffeinated coffees."

The original article said tests showed the caffeine content of regular and instant decaffeinated coffees ranged from one-third to one-eighth the content in regular ground coffees. It added that a cup of regular instant coffee has only about half as much caffeine as regular ground coffee.

The original article contended that advertising implying almost total removal of caffeine "must be viewed with skepticism."

### R. W. McCreery dies

Rowland Worthington McCreery, president of the National Coffee Roasters Association in 1928 and 1929, died in Washington, D. C., recently at the age of 84.

Mr. McCreery, born in Kinmundy, Ill., began his business career with a coffee and tea brokerage firm in Kansas City, Mo. In 1900 he went to Marshalltown, Iowa, to establish a food manufacturing business there for the Western Grocery Co. Eight years later he founded the Marshall Canning Co. there, a subsidiary of the Western Grocery Co. Until 1925 Mr. McCreery was general manager of Western Grocery Co.

For a number of years before and after World War I, Mr. McCreery was vice president of the National Canners Association and also was active in the National Coffee Roasters Association, serving as vice president and president.

Mr. McCreery was special consultant to the Continental Can Co. in Chicago and San Francisco for several years in the 1930's.

He came to Washington 20 years ago and was part of McCreery & Willingham, food brokers, until he retired about ten years ago.

His son, Walter Gay McCreery, is vice president and general manager of the Browning & Baines Coffee Co., Washington.

## official views on coffee extenders

(Continued from page 15)

the provisions of the Federal Pure Food, Drug and Cosmetic Act. I refer you to section 3, page 3 of the enclosed Laws."

Source: C. Harold Amick, Director, Dairy & Food Division, Department of Agriculture.

## Wisconsin

*Opinion:* "It is our belief that the sale of any filled product in response to a request for a cup of coffee is a violation of the State Food Laws in that the product being sold as coffee does not conform to the Statutory definition for the product nor to the product which by common understanding is known as coffee."

"Although we believe that a restaurant operator may vary the composition of certain restaurant dishes in order to provide foods with a distinctive flavor, we do not believe that such an operator would be operating within the requirements of the Food Laws if cheaper or inferior substances were substituted in a product such as coffee or tea. If, however, the substituted ingredient was not a cheaper or inferior substance, it would be rather difficult to show that the consumer was harmed or cheated in any way by such substitution even though his request was for coffee."

Source: J. F. Dunn, Supervisor of Food Inspection, Department of Agriculture.

## Wyoming

*Opinion:* "It would be our opinion that the addition of a substance to coffee, other than the customary addition of water, cream, milk or sugar, which would alter the appearance or flavor of the product, without making the fact known to the consumer, would be in violation of our Food and Drug Act."

"This opinion may be changed if we knew of what the substance consisted, that was intended to be used."

Source: C. H. Engendorff, Deputy Commissioner of Agriculture.

## the revolution in green coffee marketing

(Continued from page 17)

The size of the inventory of raw coffee or of finished coffee blends ready for distribution carried by each roaster will tend to be different depending on the kinds or types of coffee available, the season of the year, and the merchandising policies followed.

From the above, we all can clearly see that hedging is a more complicated business than depicted by the definition in the Commodity Exchange Act.

## Coffee at la "capitalist"

The latest in summertime drinks is vodka and iced coffee, with cream and sugar added to the drinker's taste, reports the National Restaurant Association's News Letter.

NOVEMBER, 1955

# What to see in N.Y.

## 1. United Nations

where 60 odd nations combine their arts and their politics in an effort to produce a better, freer and safer world.

## 2. How Coffee Instants

makes its superior quality Instant Coffee. See the marvelous and practically instantaneous transformation from the coffee bean to the rich coffee liquor and finally to the delicate sphere of instantly soluble coffee.

Call us at:  
FLushing 3-1444  
when you are in town.

Processors of Better Quality Instant Coffees

**COFFEE INSTANTS, INC.**

133-23 35TH AVENUE FLUSHING 54, N. Y.

SERVING CLIENTS IN 38 STATES

# STANDARDS OF QUALITY!

"PRESSURE PACKED"

**Chase & Sanborn**

"DOME TOP" COFFEE

**Chase & Sanborn COFFEE**

*In New Aluminum Foil Knap*

**Tender Leaf** BRAND TEA

**STANDARD BRANDS INCORPORATED**



## consumer attitudes on coffee

(Continued from page 12)

coffee regularly, and which they consider appropriate for children today to start drinking coffee, is 16 years. *If there is evidence that coffee drinking is beneficial, or at least harmless, to children of a lower age, this evidence might form the basis for an educational campaign aimed at inducing parents to give their children coffee at an earlier age.* A successful campaign along these lines could aid materially in increasing coffee consumption.

With so many households serving coffee, proportions serving coffee within component population groups could not be expected to vary greatly. However, it should be noted that lowest proportions serving coffee were found in households with annual incomes of under \$3,000 (93%) and among housewives under 30 years of age (94%). While these differences could be variation due to sample size, it might be noted that:

a. The finding with regard to income points again to the importance of price as a factor in coffee consumption.

b. The finding in regard to young housewives could be a danger signal. It is of the utmost importance for any product to maintain wide distribution among the youngest age groups to *insure maintenance of its market in future years.* A lowering proportion of customers in the young age group, if not corrected, could foreshadow a shrinking of the market in the future.

Over half of all housewives interviewed say they use instant coffee, with 13% using instant *ONLY*, and 38% using *BOTH* instant and regular.

The high proportion now using instant coffee, either exclusively or along with regular coffee, indicates that this form of coffee has become an important factor in the market as a whole.

It should be noted that 83% use regular coffee. Since 38% use both forms, we see that instant coffee today supplements regular, and that *currently there is a market for both forms within many of the same households.* The present-day approach to the marketing of coffee should take cognizance of this fact, as well as keeping on the alert for any trends that may develop toward increasing exclusive use of instant.

Users of instant coffee say that it appeals because of its ease and convenience of use, its suitability when only one or two cups of coffee are needed, the speed with which it can be made in emergencies or when company drops in. *It is possible that these same appeals might be used effectively to stimulate the serving of coffee on occasions other than meal time, which now show relatively low usage.* This could, in the long run, have a beneficial effect on the entire industry if handled in a way to result in more frequent serving of coffee, and in greater over-all consumption.

It is recognized, of course, that usage of instant coffee could tend to reduce coffee sales because it eliminates waste. Thus, the potential gain to the industry from increased drinking of instant coffee has to be balanced against the potential loss in sales resulting from the elimination of waste. It is up to the coffee industry to try and estimate the net gain or loss that would result from these counteracting influences.

In such an estimate, it should be remembered that the potential gain in sales resulting from wastage is sharply diminished when housewives consider the price of coffee exorbitant. Many housewives are cost conscious, and when the price of a food item begins to pinch their tight budgets, they will do everything they can to reduce waste, and will curtail their use of the product.

Therefore, we feel that when the price of coffee is at a point that the average housewife considers expensive, the industry will not reap much benefit from freer or less economical use of coffee. The survey findings and the present marketing picture demonstrate this point.

## Suggests coffee-flavored milk

The milk industry may succeed in selling more milk by making it taste like coffee!

Dr. Joseph F. Mattick, associate professor of dairy technology at the University of Maryland, says he has developed methods of processing coffee, cherry, strawberry, grape and raspberry flavors into milk.

The idea is to get around the taste of milk, which keeps many people from drinking the beverage.

## STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF

COFFEE AND TEA INDUSTRIES and The Flavor Field, published monthly at New York, N. Y., for Oct. 1, 1955.

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, E. F. Simmons, 106 Water Street, New York 5, N. Y. Editor, Bernard Sachs, 106 Water Street, New York 5, N. Y. Managing editor, None. Business manager, E. Redmond, 106 Water Street, New York 5, N. Y.

2. The owner is (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given).

Coffee and Tea Industries and The Flavor Field, 106 Water St., New York 5, N. Y., E. F. Simmons, 106 Water Street, New York 5, N. Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and biweekly newspapers only.)

E. F. SIMMONS

(Signature of Publisher)

Sworn to and subscribed before me this Ninth day of September, 1955.

Notary Public, State of New York, No. 24-2178730. Qualified in Kings County, Certificates filed in New York County. Commission Expires March 30, 1957.

ROASTING  
GRINDING  
PACKING  
VACUUM PACKING

Coffee Trade Roasters  
**H. MILLS MOONEY & SON, INC.**

20 FULTON STREET, NEW YORK 38, N. Y.

Telephone: WHitehall 4-5138

# Ship sailings

## A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

Abl Trans Car—Ablmann Trans Caribbean Line  
Alcoa—Alcoa Steamship Co.  
Am-Exp—American Export Lines  
Am-Pres—American President Lines  
ArgState—Argentine State Line  
Am-W Afr—American-West African Line  
Barb-Frn—Barber-Fern Line  
Barb-W Afr—Barber-West African Line  
Barb-Wn—Barber Wilhelmsen Line  
Brodin—Brodin Line  
Cunard—Brocklebanks' Cunard Service  
Delta—Delta Line  
Dodero—Dodero Lines  
Dreyfus—Dreyfus Lines  
Ell-Buck—Ellerman & Bucknell S.S. Co.  
Farrell—Farrell Lines  
Grace—Grace Line  
Granco—Transportadora Gran Colombiana, Ltda.  
Gulf—Gulf & South America Steamship Co., Inc.  
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines  
Independence—Independence Line  
JavPac—Java-Pacific Line  
Lamp-Ho—Lampori & Holt Line, Ltd.  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Maersk—Maersk Line  
Mam—Mamenic Line  
Mormac—Moore-McCormack Lines, Inc.  
Nedlloyd—Nedlloyd Line  
Nopal—Northern Pan-American Line  
Norton—Norton Line  
PAB—Pacific Argentine Brazil Line  
PacFar—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
Pioneer—American Pioneer Line  
Prince—Prince Line, Ltd.  
R Neth—Royal Netherlands Steamship Co.  
Robin—Robin Line  
Royal Inter—Royal Inter-ocean Lines  
SCross—Southern Cross Line  
Sprague—Sprague Steamship Line  
Stockard—Stockard Line  
Swed-Am—Swedish American Line  
UFruit—United Fruit Co.  
Wes-Lar—Westfal Larsen Co. Line  
Yamashita—Yamashita Line

### Abbreviations for ports

Ba—Baltimore  
Bo—Boston  
CC—Corpus Christi  
Ch—Chicago  
Chsn—Charleston  
Cl—Cleveland  
De—Detroit  
Ga—Galveston  
Gf—Gulf ports  
Ha—Halifax  
Ho—Houston  
HR—Hampton Roads  
Jx—Jacksonville  
LA—Los Angeles  
Mt—Montreal  
Mo—Mobile  
NO—New Orleans  
NY—New York  
Nj—Norfolk  
NN—Newport News  
Pa—Philadelphia  
Po—Portland  
PS—Puget Sound  
Sa—Savannah  
SF—San Francisco  
Se—Seattle  
St Jo—Saint John  
Ta—Tacoma  
Va—Vancouver

## COFFEE BERTHS

SAILS	SHIP	LINE	DUE
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### ACAJUTLA

11/12	Telde	UFruit	N011/22
11/17	Byfjord	UFruit	C <sup>o</sup> 11/21 NY11/29
11/26	Choluteca	UFruit	C <sup>o</sup> 11/30 NY12/8
12/1	Santa Anita	Grace	LA12/10 SF12/12 Se12/17
12/7	Telde	UFruit	C <sup>o</sup> 12/11 N012/18
12/18	Byfjord	UFruit	C <sup>o</sup> 12/22 NY12/30

### AMAPALA

11/14	Byfjord	UFruit	C <sup>o</sup> 11/21 NY11/29
11/22	Santa Cruz	Grace	C <sup>o</sup> 12/2
11/23	Choluteca	UFruit	C <sup>o</sup> 11/30 NY12/8
12/15	Byfjord	UFruit	C <sup>o</sup> 12/22 NY12/30
12/18	Santa Fe	Grace	C <sup>o</sup> 12/28

### ANGRA DOS REIS

12/1	Trader	PAB	LA12/20 SF12/22 Va12/30 Se12/31 Po1/4
12/30	Seafarer	PAB	LA1/18 SF1/20 Va1/26 Se1/27 Po1/31

### BARRANQUILLA

11/12	L.H. Carl	UFruit	NY11/25
11/13	Copan	UFruit	NY11/21
11/14	Aggersborg	UFruit	N011/26
11/15	Santa Catalina	Grace	NY11/23
11/17	Santa Anita	Grace	LA12/10 SF12/12 Se12/17
11/19	Lovland	UFruit	NY12/2
11/22	Santa Teresa	Grace	NY11/30
11/26	Mabay	UFruit	NY12/9
11/29	Santa Ana	Grace	12/7
11/30	Marna	UFruit	N012/12

SAILS	SHIP	LINE	DUE
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12/3	Copan	UFruit	NY12/16
12/6	Santa Catalina	Grace	NY12/14
12/6	Santa Cruz	Grace	LA12/24 SF12/26 Se12/31
12/10	L.H. Carl	UFruit	NY12/23
12/13	Santa Teresa	Grace	NY12/21
12/14	Aggersborg	UFruit	N012/26
12/17	Lovland	UFruit	NY12/30
12/20	Santa Ana	Grace	NY12/28
12/24	Mabay	UFruit	NY1/6
12/27	Santa Catalina	Grace	NY1/4

### BARRIOS

11/12	Cubahama	UFruit	Ho11/16
11/13	La Playa	UFruit	N011/17
11/16	A-steamers	UFruit	NY11/24
11/20	Leon	UFruit	N011/24
11/26	Cubahama	UFruit	Ho11/30
11/27	Lempa	UFruit	N012/1
11/30	Mabella	UFruit	NY12/8
12/4	La Playa	UFruit	N012/8
12/7	Otta	UFruit	NY12/15
12/10	Cubahama	UFruit	Ho12/14
12/11	Leon	UFruit	N012/15
12/14	A steamers	UFruit	NY12/22
12/18	Lempa	UFruit	N012/22
12/21	Choloma	UFruit	NY12/29
12/24	Cubahama	UFruit	Ho12/28
12/26	La Playa	UFruit	N012/30
12/28	Mabella	UFruit	NY1/5

### BUENAVENTURA

11/11	Gulf Merchant	Grace	Ho11/23 N011/27
11/14	Merchant	Gulf	Ho11/25 N011/28

SAILS	SHIP	LINE	DUE
11/14	Santa Luisa	Grace	NY11/27
11/21	Santa Cecilia	Grace	NY11/28
11/25	Gulf Shipper	Grace	N012/7 N012/11
11/25	Werratal	Independence	LA12/7 SF12/9 Va12/13 Se12/14 Po12/16
11/28	Santa Maria	Grace	NY12/5
11/28	Shipper	Gulf	No12/8 N012/11
11/30	Santa Olivia	Grace	NY12/7

#### CARTAGENA

11/11	Copan	UFruit	NY11/21
11/12	Santa Rosa	Grace	NY11/16
11/13	L.H. Carl	UFruit	NY11/25
11/15	Santa Anita	Grace	LA12/10 SF12/12 Se12/17
11/15	Aggersborg	UFruit	N011/26
11/19	Santa Paula	Grace	NY11/23
11/20	Lovland	UFruit	NY12/2
11/26	Santa Rosa	Grace	NY11/30
11/27	Mabay	UFruit	NY12/9
12/1	Marna	UFruit	N012/12
12/3	Santa Paula	Grace	NY12/7
12/4	Santa Cruz	Grace	LA12/24 SF12/26 Se12/31
12/4	Copan	UFruit	NY12/16
12/10	Santa Rosa	Grace	NW12/14
12/11	L.H. Carl	UFruit	NY12/23
12/15	Aggersborg	UFruit	N012/26
12/17	Santa Paula	Grace	NY12/21
12/18	Lovland	UFruit	NY12/30
12/24	Santa Rosa	Grace	NY12/28
12/25	Mabay	UFruit	NY1/6
12/31	Santa Paula	Grace	NY1/4

#### CORINTO

11/25	Santa Cruz	Grace	Cr12/2
11/29	Santa Anita	Grace	LA12/10 SF12/12 Se12/17
12/21	Santa Fe	Grace	Cr12/28

SAILS	SHIP	LINE	DUE
<b>CRISTOBAL</b>			
11/17	Telde	UFruit	N011/22
11/21	Aggersborg	UFruit	N011/26
11/22	Byfjord	UFruit	NY11/29
12/5	Choluteca	UFruit	NY12/12
12/7	Marna	UFruit	N012/12
12/21	Aggersborg	UFruit	N012/26

#### DAR es SALAAM


11/14	Lombok	Nediloyd	NY12/18 LA1/5 SF1/8 Po1/12 Se1/20 Va1/23
11/27	Afr Lightning	Farrell	NY12/27
11/30	Gerard	Dryfuss	NY1/16 N01/25
12/13	Roebiah	Nediloyd	NY1/17 YA2/4 SF2/7 Po2/11 Se2/14 Va2/18
1/17	Lawak	Nediloyd	NY2/20 LA3/11 SF3/14 Po3/18 Se3/21 Va3/25

#### LA GUAIRA

11/10	Santa Rosa	Grace	NY11/16
11/12	Santa Catalina	Grace	NY11/23
11/15	Santa Monica	Grace	PA11/22 NY11/23
11/17	Santa Paula	Grace	NY11/23
11/19	Santa Teresa	Grace	NY11/30
11/22	Sofia	Grace	Ball/29 NY11/30
11/24	Santa Rosa	Grace	NY11/30
11/26	Santa Ana	Grace	NY12/7
11/29	Santa Clara	Grace	Pa12/6 NY12/7

#### LA LIBERTAD

11/11	Telde	UFruit	Cr11/16 N011/22
11/16	Byfjord	UFruit	Cr11/21 NY11/29
11/20	Santa Cruz	Grace	Cr12/2
11/25	Choluteca	UFruit	Cr11/30 NY12/8
12/6	Telde	UFruit	Cr12/11 N012/18
12/16	Santa Fe	Grace	Cr12/28
12/17	Byfjord	UFruit	Cr12/22 NY12/30




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**MATADI:**  
Nieuwe Afrikaansche Handels Vennootschap



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SAILS	SHIP	LINE	DUE
<b>LA UNION</b>			
11/10	Telde	UFruit	Cr'11/16 N011/22
11/15	Byfjord	UFruit	Cr'11/21 NY11/29
11/24	Choluteca	UFruit	Cr'11/30 NY12/8
12/5	Telde	UFruit	Cr'12/11 N012/18
12/16	Byfjord	UFruit	Cr'12/22 NY12/30
12/19	Santa Fe	Grace	Cr'12/28
12/23	Santa Cruz	Grace	Cr'12/2

#### LIMON

11/17	L. H. Carl	UFruit	NY11/25
11/19	Aggersborg	UFruit	N011/26
11/24	Lovland	UFruit	NY12/2
12/1	Mabay	UFruit	NY12/9
12/5	Marna	UFruit	N012/12
12/8	Copan	UFruit	NY12/16
12/15	L. H. Carl	UFruit	NY12/23
12/19	Aggersborg	UFruit	N012/26
12/22	Lovland	UFruit	NY12/30
12/29	Mabay	UFruit	NY1/6

#### LOBITO

11/10	Taurus	Am-WAfr	USA12/15
11/16	Afr Grove	Farrell	NY12/15
11/18	Afr Dawn	Farrell	NY12/9
12/3	Del Rio	Delta	N012/26
12/16	Afr Glade	Farrell	NY1/6
12/29	Del Oro	Delta	N01/23
1/27	Del Campo	Delta	N02/20

#### LUANDA

11/13	Afr Grove	Farrell	NY12/16
11/15	Afr Dawn	Farrell	NY12/9
12/1	Del Rio	Delta	N012/26
12/13	Afr Grove	Farrell	NY1/6
12/27	Del Oro	Delta	N01/23
1/25	Del Campo	Delta	N02/20

#### MARACAIBO

11/13	Santa Monica	Grace	Pa11/22 NY11/23
11/19	Santa Anita	Grace	LA12/10 SF12/12 Se12/17
11/20	Santa Sofia	Grace	Ba11/29 NY11/30
11/27	Santa Clara	Grace	Pa12/6 NY12/7
12/4	Santa Monica	Grace	Ba12/13 NY12/14
12/8	Santa Cruz	Grace	LA12/24 SF12/26 Se12/31
12/11	Santa Sofia	Grace	Pa12/20 NY12/21
12/18	Santa Clara	Grace	Ba12/27 NY12/28
12/25	Santa Monica	Grace	Pa1/3 NY1/4
12/31	Santa Sofia	Grace	Ba1/10 NY1/11

#### MATADI

11/10	Afr Grove	Farrell	NY12/16
11/12	Afr Dawn	Farrell	NY12/9
12/29	Del Rio	Delta	N012/26
12/10	Afr Glade	Farrell	NY1/6
12/24	Del Or.	Delta	N01/23
1/23	Del Campo	Delta	N02/20

#### MOMBASA

11/11	Francois	Dryfuss	NY12/24 N01/3
11/17	Afr Lightning	Farrell	NY12/27
11/20	Lambok	Nedlloyd	NY12/18 LA1/5 SF1/8 Po1/12 Se1/20 Val/23
12/4	Gerard	Dryfuss	NY1/16 N01/25
12/20	Roebiah	Nedlloyd	NY1/17 LA2/4 SF2/7 Po2/11 Se2/14 Va2/18
1/23	Lawak	Nedlloyd	NY2/20 LA3/11 SF3/14 Po3/18 Se3/21 Va3/25

#### PARANAGUA

11/10	Ilheos	Brodin	Ba11/29 NY12/1 Bo12/3 Pa12/6
11/13	Alcyon	Nopal	N012/5 Ho12/8
11/14	Del Alba	Delta	N012/6 Ho12/11
11/14	Mormacland	Mormac	LA12/11 SF12/13 Po12/17 Se12/19 Val2/21
11/16	Mormacetal	Mormac	Ba12/7 Pa12/8 NY12/10 Ba12/13 Ha12/15
11/16	Montevideo	Stockard	NY12/5 Ba12/7 Pa12/9
11/21	Uruguay	Lloyd	N012/10 Ho12/15
11/22	Mormacsurf	Mormac	NY12/11 Bo12/14 Pa12/16 Ba12/17 N012/18
11/22	Cuba	Lloyd	NY12/11
11/26	Mormacstar	Mormac	Ba12/16 Pa12/18 NY12/20 Bo12/22
11/26	Trader	PAB	LA12/20 SF12/22 Val2/30 Se12/31 Po1/4

NOVEMBER, 1955



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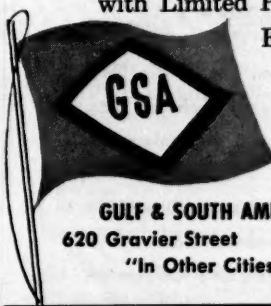
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SAILS	SHIP	LINE	DUE
11/28	Del Viento	Delta	NO12/20 HO12/25
11/29	Alpherat	Hol-Int	NY12/18 BO12/20 PA12/23 BA12/24 HR12/25
12/3	Holberg	Nopal	NO12/25 HO12/29
12/7	Peru	Lloyd	NY12/26
12/7	Buenos Aires	Stockard	NY12/26 BA12/28 PA12/30
12/12	Del Valle	Delta	NO1/3 HO1/8
12/16	Mormacgulf	Mormac	LA1/12 SF1/14 PO1/18 SE1/20 VA1/22
12/21	Paraguay	Lloyd	NO1/10 HO1/14
12/22	Mexico	Lloyd	NO1/10
12/23	Del Monte	Delta	NO1/14 HO1/18
12/24	Seafarer	PAB	LA1/18 SF1/20 VA1/26 SE1/27 PO1/31
12/28	Santos	Stockard	NY1/16 BA1/18 PA1/20

## PORT SWETTENHAM

12/3	Cingalese	Prince	HA1/4 BO1/7 NY1/8 PA1/13 BA1/15 NF1/17
1/3	Malayan	Prince	HA2/4 BO2/7 NY2/8 PA2/13 BA2/15 NF2/17
2/3	British	Prince	HA3/6 BO3/9 NY3/10 PA3/15 BA3/17 NF3/19

## PUERTO CABELLO

11/10	Santa Rosa	Grace	NY11/16
11/14	Santa Monica	Grace	PA11/22 NY11/23
11/17	Santa Paula	Grace	NY11/23
11/21	Santa Sofia	Grace	BA11/29 NY11/30
11/24	Santa Rosa	Grace	NY11/30
11/28	Santa Clara	Grace	PA12/6 NY12/7
12/1	Santa Paula	Grace	NY12/7
12/5	Santa Monica	Grace	BA12/13 NY12/14
12/8	Santa Rosa	Grace	NY12/14 PA12/20
12/12	Santa Sofia	Grace	PA12/20 NY12/21
12/15	Santa Paula	Grace	NY12/21
12/19	Santa Clara	Grace	BA12/27 NY12/28
12/22	Santa Rosa	Grace	NY12/28
12/26	Santa Monica	Grace	PA1/3 NY1/4
12/29	Santa Paula	Grace	NY1/4

## PUNTARENUS

11/10	Santa Anita	Grace	CR11/13
11/12	Byfjord	UFruit	CR11/21 NY11/29
11/21	Choluteca	UFruit	CR11/30 NY12/8
11/29	Santa Cruz	Grace	CR12/2
12/3	Telde	UFruit	CR12/11 NO12/18
12/13	Byfjord	UFruit	CR12/22 NY12/30
12/25	Santa Fe	Grace	CR12/28

## RIO de JANEIRO

11/14	Ilheos	Brodin	BA11/29 NY12/1 BO12/3 PA12/6
11/14	Falkanger	Wes-Lar	LA12/13 SF12/16 PO12/21 SE12/23 VA12/25
11/17	Alcyon	Nopal	NO12/5 HO12/8
11/19	Argentina	Mormac	NY11/30
11/19	Del Alba	Delta	NO12/6 HO12/11
11/19	Montevideo	Stockard	NY12/5 BA12/7 PA12/9
11/24	Del Mar	Delta	NO12/8
12/1	Paranaguá	Brodin	BA12/16 NY12/17 BO12/19 PA12/21
12/1	Mormacstar	Mormac	BA12/16 PA12/18 NY12/20 BO12/22
12/2	Trader	PAB	LA12/20 SF12/22 VA12/30 SE12/31 PO1/4
12/3	Del Viento	Delta	NO12/20 HO12/25
12/4	Alpherat	Hol-Int	NY12/18 BO12/20 PA12/23 BA12/24 HR12/25
12/7	Holberg	Nopal	NO12/25 HO12/29
12/7	Brazil	Mormac	NY12/19
12/8	Del Norte	Delta	NO12/22
12/9	Mormacgulf	Mormac	LA1/12 SF1/14 PO1/18 SE1/20 PO1/22
12/10	Buenos Aires	Stockard	NY12/26 BA12/28 PA12/30
12/17	Del Valle	Delta	NO1/3 HO1/8
12/22	Del Sud	Delta	NO1/5
12/28	Del Monte	Delta	NO1/14 HO1/18
12/31	Santos	Stockard	NY1/16 BA1/18 PA1/20
12/31	Seafarer	PAB	LA1/18 SF1/20 VA1/26 SE1/27 PO1/31

## SAN JOSE

11/18	Santa Cruz	Grace	CR12/2
12/3	Santa Anita	Grace	LA12/10 SF12/12 SE12/17
12/14	Santa Fe	Grace	CR12/18

## SANTOS

11/12	Mormactide	Mormac	NY11/26 BO11/29 PA12/1 BA12/2 NF12/3
11/12	Panama	Lloyd	NY11/26
11/12	Ilheos	Brodin	BA11/29 NY12/1 BO12/3 PA12/6
11/12	Mormacland	Mormac	LA12/11 SF12/13 PO12/17 SE12/19 VA12/21
11/12	Falkanger	Wes-Lar	LA12/13 SF12/16 PO12/21 SE12/23 VA12/25
11/15	Alcyon	Nopal	NO12/5 HO12/8

SAILS	SHIP	LINE	DUE
11/16	Del Alba	Delta	N012/6 Ho12/11
11/17	Argentina	Mormac	NY11/30
11/18	Montevideo	Stockard	NY12/5 Ba12/7 Pa12/9
11/18	Mormacteal	Mormac	Jx12/3 Ba12/7 Pa12/8 NY12/10 Bo12/13 Ha12/15
11/23	Del Mar	Delta	N012/8
11/25	Uruguay	Lloyd	N012/10 Ho12/15
11/26	Mormacsurf	Mormac	NY12/11 Bo12/14 Pa12/16 Ba12/17 Nf12/18
11/27	Cuba	Lloyd	NY12/11
11/30	Mormacstar	Mormac	Ba12/16 Pa12/18 NY12/20 Bo12/22
11/30	Del Viento	Delta	N012/20 Ho12/25
11/30	Trader	PAB	LA12/20 SF12/22 Va12/30 Se12/31 Po1/4
11/31	Paranagua	Brodin	Ba12/16 NY12/17 Bo12/19 Pa12/31
12/3	Alpherat	Hol-int	NY12/18 Bo12/20 Pa12/23 Ba12/24 NR12/25
12/5	Holberg	Nopal	N012/25 Ho12/29
12/5	Brazil	Mormac	NW12/19
12/7	Del Norte	Delta	N012/22
12/9	Buenos Aires	Stockard	NY12/26 Ba12/28 Pa12/30
12/21	Peru	Lloyd	NY12/26
12/14	Del Valle	Delta	N01/3 Ho1/8
12/14	Mormacgulf	Mormac	LA1/12 SF1/14 Po1/18 Se1/20 Va1/22
12/21	Del Sud	Delta	N01/5
12/26	Del Monte	Delta	N01/14 Ho1/18
12/26	Paraguay	Lloyd	N01/10 Ho1/14
12/27	Mexico	Lloyd	NY1/10
12/29	Seafarer	PAB	LA1/18 SF1/10 Va1/26 Se1/27 Po1/31
12/30	Santos	Stockard	NY1/16 Ba1/18 Pa1/20

#### TANGA

11/15	Lombok	Nedlloyd	NY12/18 LA1/5 SF1/8 Po1/12 Se1/20 Va1/23
11/22	Afr Lightning	Farrell	NY12/27
12/1	Gerard	Dryfuss	NY1/16 N01/25
12/14	Roebiah	Nedlloyd	NY1/17 LA2/4 SF2/7 Po2/11 Se2/14 Va2/18
1/18	Lawak	Nedlloyd	NY2/20 LA3/11 SF3/14 Po3/18 Se3/21

#### VICTORIA

11/11	Del Santos	Delta	N011/26 Ho12/1
11/21	Del Alba	Delta	N012/6 Ho12/11
11/27	Uruguay	Lloyd	N012/10 Ho12/15
12/5	Del Viento	Delta	N012/20 Ho12/25
12/19	Del Valle	Delta	N01/3 Ho1/8
12/28	Paraguay	Lloyd	N01/10 Ho1/14
12/30	Del Monte	Delta	N01/14 Ho1/18

#### TEA BERTHS

#### CALCUTTA

11/10	Exchange	Am-Exp	Bo12/16 NY12/17
11/21	Exhibitor	Am-Exp	Bo12/28 NY12/29
12/8	Garoot	JavPac	SF1/10 LA1/15 Po1/29 Se2/3 Va2/8
12/10	Exminster	Am-Exp	Bo1/14 NY1/15
12/22	Express	Am-Exp	Bo1/28 NY1/29

#### COCHIN

11/11	Javanese	Prince	Ha12/5 Bo12/8 NY12/9 Pa12/14 Ba12/16 Nf12/18
11/15	Madison	Am-Pres	NY12/1 Bo12/28
11/20	Exchange	Am-Exp	Bo12/16 NY12/17
11/27	Polk	Am-Pres	NY1/3 Bo1/9
11/29	Exhibitor	Am-Exp	Bo12/28 NY12/29
12/11	Cingalese	Prince	Ha1/4 Bo1/7 NY1/8 Pa1/13 Ba1/15 Nf1/17
12/20	Exminster	Am-Exp	Bo1/14 NY1/15
12/30	Express	Am-Exp	Bo1/28 NY1/29
1/11	Malayan	Prince	Ha2/4 Bo2/7 NY2/8 Pa2/13 Ba2/15 Nf2/17
2/11	British	Prince	Ha3/6 Bo3/9 NY3/10 Pa3/15 Ba3/17 Nf3/19

#### COLOMBO

11/12	Madison	Am-Pres	NY12/21
11/13	Maskeliya	Cunard	Bo12/13 NY12/15 Pa12/19 Nf12/21 Ba12/23
11/13	Manipur	Cunard	Sa12/9 N012/14 Mo12/16 Ho12/20 Ga12/23
11/19	Cornelius	Maersk	NY12/20 Ho1/2
11/21	Riouw	JavPac	LA1/4 SF1/9 Po1/14 Se1/17 Va1/21
11/24	Polk	Am-Pres	NY1/3 Bo1/9
11/27	Exhibitor	Am-Exp	Bo12/28 NY12/29
12/6	Leise	Maersk	NY1/8 Ha1/20
12/7	Jefferson	Am-Pres	NY1/15 Bo1/22
12/8	Cingalese	Prince	Ha1/4 Bo1/7 NY1/8 Pa1/13 Ba1/15 Nf1/17
12/15	Exminster	Am-Exp	Bo1/14 NY1/15
12/19	Arnold	Maersk	NY1/20 Ha2/1
12/28	Express	Am-Exp	Bo1/28 NY1/29
1/8	Malayan	Prince	Ha2/4 Bo2/7 NY2/8 Pa2/13 Ba2/15 Nf2/17
2/8	British	Prince	Ha3/6 Bo3/9 NY3/10 Pa3/15 Ba3/17 Nf3/19

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### DJAKARTA

11/16	Fillmore	Am-Pres	LA1/2	NY1/17	Ba1/23	Bo1/26
11/18	Leise	Maersk	NY1/8	Ha1/20		
11/28	Arthur	Am-Pres	LA1/14	NY1/29	Ba2/4	Bo2/7
12/12	Harding	Am-Pres	LA1/28	NY2/12	Ba2/18	Bo2/21
12/14	Malayan	Prince	Ha2/4	Bo2/7	NY2/8	Pa2/13
1/13	British	Prince	Ha3/6	Bo3/9	NY3/10	Pa3/15

### DJIBOUTI

11/20	Maskeliya	Cunard	Bo12/13	NY12/15	Pa12/19	Nf12/21	Ba12/23
11/26	Lombok	Nedloyd	NY12/18	LA1/5	SF1/8	Pa1/12	Se1/20
11/27	Exchange	Am-Exp	Bo12/16	NY12/17			
12/9	Exhibitor	Am-Exp	Bo12/28	NY12/29			
12/26	Roebiah	Nedloyd	NY1/17	LA2/4	SF2/7	Pa2/11	Se2/14
12/27	Exminster	Am-Exp	Bo1/14	NY1/15			
1/9	Express	Am-Exp	Bo1/28	NY1/29			
1/29	Lawak	Nedloyd	NY2/20	LA3/11	SF3/14	Pa3/18	Se3/21

### HONG KONG

11/18	Jeppesen	Maersk	SF12/11	LA12/14	NY12/30
11/20	Taiwan	Barb-Wn	SF12/12	LA12/14	NY12/30
12/3	Maren	Maersk	SF12/16	LA12/29	NY1/15
12/5	Toreador	Barb-Wn	SF12/27	LA12/29	NY1/14
12/18	Susan	Maersk	SF1/10	LA1/13	NY1/28
12/28	Tancred	Barb-Wn	SF1/11	LA1/13	NY1/29
1/5	Fernside	Barb-Wn	SF1/27	LA1/29	NY2/14

### KOBE

11/11	Ferndale	Barb-Wn	SF11/27	LA11/29	NY12/15
11/24	Jeppesen	Maersk	SF12/11	LA12/14	NY12/30
11/26	Taiwan	Barb-Wn	SF12/12	LA2/14	NY12/30
12/9	Maren	Maersk	SF12/26	LA12/29	NY1/15
12/11	Toreador	Barb-Wn	SF12/27	LA12/29	NY1/14
12/24	Susan	Maersk	SF1/10	LA1/13	NY1/28
12/26	Tancred	Barb-Wn	SF1/11	LA1/13	NY1/29
1/11	Fernside	Barb-Wn	SF1/28	LA1/31	NY2/14

### SHIMIZU

11/10	Wave	Pioneer	NY12/12
11/11	Peter	Maersk	SF11/27
11/26	Jeppesen	Maersk	SF12/11
12/11	Maren	Maersk	SF12/26
12/27	Susan	Maersk	SF1/10

### YOKOHAMA

11/12	Wave	Pioneer	NY12/12
11/15	Ferndale	Barb-Wn	SF11/27
11/15	Peter	Maersk	SF12/27
11/30	Jeppesen	Maersk	SF12/11
11/30	Taiwan	Maersk	SF12/12
12/15	Toreador	Barb-Wn	SF12/27
12/15	Maren	Maersk	SF12/26
12/30	Tancred	Barb-Wn	SF1/11
12/31	Susan	Maersk	SF1/10
1/15	Fernside	Barb-Wn	SF1/27

\* Accepts freight for New York, with transshipment at Cristobal, C. Z.

\* Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C. Z.

### Vaculator automatic coffee maker

uses standard 110 volt current

An automatic coffee maker said to be the first to operate on a 110 volt A.C. line has just been introduced by the Vaculator division of the Hill-Shaw Co., Chicago.

Automatics formerly on the market required a 220 volt line, it was stated. But with this Vaculator Brewmatic the operator saves up to \$150.00 in extra wiring costs because he can plug the unit into a standard wall outlet with no additional wiring.

The Brewmatic automatically heats its own water; brews the coffee; fills the serving decanter; then shuts itself off.

Brewing time is about three and a half minutes for each half gallon.

## Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Brazil	Supply—1st of Others	Month Total
1953							
December .....	2,181	1,142	1,095	2,237	1,203	332	1,535
1954							
January .....	998	838	821	1,659	1,075	385	1,460
February .....	1,746	664	1,278	1,942	881	511	1,392
March .....	1,866	735	1,224	1,959	755	479	1,234
April .....	1,350	634	814	1,448	852	365	1,217
May .....	1,089	532	499	1,031	687	362	1,049
June .....	1,231	303	789	1,092	452	439	891
July .....	868	162	592	754	311	596	907
August .....	674	247	552	799	438	640	1,078
September .....	740	266	529	795	320	572	892
October .....	846	518	398	916	543	590	1,133
November .....	1,087	501	488	989	403	512	915
December .....	1,068	975	1,122	2,097	1,035	532	1,567
1955							
January .....	1,416	605	871	1,476	738	446	1,184
February .....	1,144	411	874	1,285	567	425	992
March .....	1,390	434	1,027	1,461	194	541	735
April .....	1,193	540	650	1,190	425	381	806
May .....	1,715	585	1,159	1,744	533	422	955
June .....	1,372	331	984	1,315	272	406	678
July .....	1,580	739	894	1,632	728	362	1,090
August .....	1,360	579	745	1,324	484	330	814
September .....	1,490	731	775	1,506	543	349	892
October (1-26) .....	1,611	972	690	1,662	1,024	213	1,237

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

### The coffee outlook

The seeming contradiction in the coffee market continues.

Overall world prospects indicate plentiful crops, relative to demand. Yet spot prices continue to remain firm. So much so that several weeks ago advances at the retail level had to be made.

Roasters seem to be operating on a policy which looks for the market to soften. Only an outlook like that can explain the prevailing purchasing pattern, which has resulted in a very low inventory, judging by whatever yardsticks are available.

The big question is one of emphasis. Will the overall crop picture be dominant in setting the market? Or will it be not so much existing supplies as *available* supplies?

The collisions in Brazil which brought the resignation of

Finance Minister Whitaker and the naming of Mario de Camara were related to this question.

The new Finance Minister indicates no change in policies until the newly elected government takes office.

But word was allowed to get out here that the dormant International Coffee Bureau might be returned to active life, with probable revival of the buffer stock approach.

The new president of the Brazilian Coffee Institute, Paulo Guzzo, was reported announcing probable resumption of purchases of surplus coffee by Brazil, to bolster the market.

Last season, through the Institute, 3,000,000 bags of coffee were taken off the market and are still being held in Brazil as a reserve supply.

This corner closes on a note which has become familiar here: With resources—large enough to meet the need—applied efficiently to coffee promotion here, many of the disturbing problems of growing supplies would be resolved—and in the best way possible.

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- ★ Private Homes, or wherever large quantities of delicious uniformly brewed coffee is desired

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Requires no bags, cloths or  
filter papers. Makes the same  
full-bodied brew everytime.

#### DU-48 URN

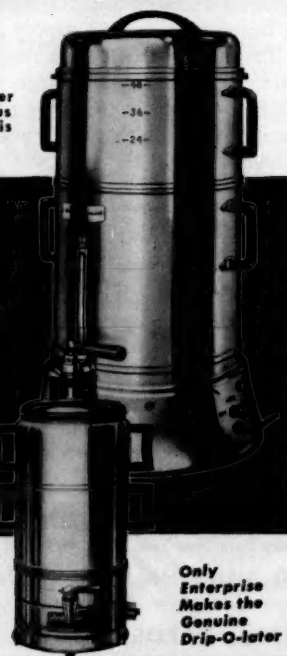
48-cup capacity — original,  
genuine drip process. Tomlinson  
No-Drip Faucet. Three way  
switch. 110-120 AC and DC  
current.

#### GE-18 URN

18-cup capacity. The little  
brother to the 48-cup urn.

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Enterprise  
Makes the  
Genuine  
Drip-O-lator

## Crops and countries

coffee news from producing areas

### Brazil forecast holds at 17,700,000 bags

This year's forecast for registered production of 17,700,000 bags of coffee in Brazil, as predicted by the *Instituto Brasileiro do Cafe*, will not be revised downward because of any loss from frost, according to a report from Octavio Veiga, Santos correspondent of COFFEE & TEA INDUSTRIES.

It is generally agreed that the current Sao Paulo crop is completely safe and the Parana crop will be reduced little more than 300,000 bags of the estimated 4,380,000 bag production.

### New Paraguay plantings to produce

crops commercially in 1956-57

Geramia Lunardelli, the coffee planter, expects a token coffee harvest from his Paraguay plantings in 1955.

Earlier this year Lunardelli's plantings totalled approximately 450,000 trees.

The Paraguay plantings of Companhia Americana de Fomento Agricola totalled almost 1,500,000.

Lunardelli's first commercial Paraguay coffee crop is due in 1956, and that of CAFE in 1957.

### Kenya crop 209,884 bags in 1954-55

The total 1954-55 Kenya coffee crop was 208,884 bags, compared to 192,204 for the 1953-54 season.

Although the tonnage was higher, the value (£4,683,564—US \$13,235,752— was £1,200,000 lower than the previous year.

Average price was £434 (US \$1,226) a ton compared to £519 (US \$1,466) in 1953-54.

Mbuni coffee sales are estimated at 8,484 bags (clean coffee basis) for a value of £131,053 (US \$370,356). Last year the figures were 29,855 bags and £468,000 (US \$1,322,568).

### Up Haiti crop estimates

The official estimate of the 1955-56 coffee crop in Haiti has been increased from 350,000 to 400,000 bags of 80 kilos each (433,333 bags to 533,333 bags of 60 kilos).

Barring any severe weather conditions, especially excessive rainfall, this should be a favorable year for the Haiti coffee crop.

### Venezuela names coffee delegate

Dr. Nelson Himiob, minister counselor of the delegation of Venezuela to the Organization of American States, has been appointed delegate to the Coffee Committee of the Economic and Social Council in Washington and to the Pan-American Coffee Bureau in New York City.

### Heads Guatemalan coffee organization

The president of Guatemala has named Miguel Villegas Rodas to be chief of the Oficina Central de Cafe de Guatemala.



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# Editorials

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## Coffee tools

The coffee industry is getting basic tools with which to restore lost consumption and win new volume.

One of those tools is the Benson study of consumer attitudes on coffee, a highlight of the National Coffee Association convention in San Francisco.

A summary of that report, with some of the charts, appears elsewhere in these pages.

The Pan-American Coffee Bureau has also sponsored studies, motivational research on coffee.

Coffee men will have an opportunity to dig into these findings at the day-and-a-half seminars which PACB will hold early next year in New York, Chicago, San Francisco and New Orleans.

These are the studies which put the industry on the brink of a new era.

They can lift us into a deep, specific understanding of that most basic of the industry's problems—why the consumer acts as she does about coffee.

The studies are not, in themselves, answers to what needs to be done. But they make it possible for us to shape better, more effective answers—to use efficient, accurate promotion rifles instead of wasteful shotguns.

Now, in fact, the need for adequate promotion funds, to put the research knowledge to use, is overwhelming. Now money is a key which can more surely open the door to a greater market for coffee.

In part, this will be done by individual companies, using the research to sell their brands more effectively.

But the basic job remains an industry one.

NCA's consumer study should open new attitudes within the industry on the kind of funds needed to promote the coffee giant.

PACB's motivational research should speed a positive decision in Brazil's Congress, the last hurdle on the 25-cent contribution for the coffee promotion.

## Common goal

Today more than ever, producers and the United States industry can join wholeheartedly in a common goal—the expansion of the coffee market here.

The world coffee situation being what it is, success in this direction offers basic answers to the producers.

From the viewpoint of the American industry, a growing coffee market provides the healthiest of climates for business activity.

All steps, therefore, which tend to build a more united effort towards that common goal are to be welcomed.

For this reason, among others, the coffee industry welcomes the continued activity in the field of one of its elder statesmen, J. K. (Jack) Evans, as consultant to the Pan-American Coffee Bureau.

Mr. Evans' long background in the merchandising of coffee as head of the Maxwell House Division of the General Foods Corp. should prove invaluable in helping industry-level efforts achieve a maximum of effectiveness.

The key to getting the most for the coffee industry's advertising dollar is close cooperation on promotion between the producers, through the Pan-American Coffee Bureau, and the United States trade, through the National Coffee Association.

At this point, such cooperation might well be enormously stimulated by a renewal of a joint coffee promotion committee.

Such a joint body, which would have on it the advertising and merchandising experts of PACB and NCA, would go far to guarantee the effectiveness of thinking and planning for industry promotion.

It would also go far to guarantee effective execution of those plans.

## Tea's next decade

At the tenth convention of the Tea Association of the U. S. A., the factors which made for tea progress in the postwar decade were made quite clear.

Recognition of these factors has a significance far beyond the mere historical.

If we know what made for progress in the past ten years, we can use them to continue moving ahead in the next decade.

One of the most important factors was the maturing of the Tea Association itself, through its conventions, through determination of weaknesses, through decisions to do something about those weaknesses.

Another of the important factors was the unified character of the promotion—the "partnership marketing" of the American trade and the tea producing countries, as represented by the Tea Council.

Any progress in widening the U. S. market for tea didn't come by itself. It came through conscious effort by the industry to achieve that end.

That, perhaps, is the biggest factor of all—for the next decade, even more than the past.

Tea's 10th convention: A "highlight" report

next decade can see big jump in U. S. tea,

10th convention agrees; Vinnicombe reelected

The United States market for tea can be expanded enormously in the next ten years.

This opinion emerged at the tenth annual convention of the Tea Association of the U. S. A., as industry members studied progress achieved in the postwar decade.

The convention, held for the fifth time at The Greenbrier, White Sulphur Springs, W. Va., heard details of the Tea Council's enormous Armed Forces program, calling for tea demonstrations at every Army, Navy, Marine Corps and Air Force installation in the country.

A four-man Council team, headed by Oscar Gorenflo, restaurant merchandising manager, are three-fourths of the way through this tremendous assignment.

Mr. Gorenflo presented the report on tea in the Armed Forces to the convention.

Basic factors in the grocery marketing of tea were vividly outlined by C. B. Larrabee, then chairman of the board of the Printers' Ink Publishing Co.

Tea must compete with 5,000 to 7,000 other supermarket items in "the battle for the grocer's square foot," Mr. Larrabee told the convention.

"The question," he said, "is not whether retailers will carry tea, but how many brands they will carry and how much floor space they can afford to devote to it."

Edward J. Vinnicombe, Jr., president of the Tea Association, who opened the convention with a review of the postwar decade of tea progress, was reelected by the organization's 57th annual meeting, held on the second day of the convention.

Mr. Vinnicombe heads up the tea department at McCormick & Co., Inc., Baltimore.

Also reelected were Edward C. Parker, of the Tetley Tea Co., New York City, as vice president, and Pierson C. Irwin, Jr., of Irwin-Harrisons-Whitney, Inc., New York City, as treasurer.

Named to the board of directors to succeed Angus W. McAdam, whose term expired, was H. W. (Chester) Chapman, of the Dannemiller Coffee Co.

Reelected to the board were Mr. Vinnicombe, Mr. Parker, Mr. Irwin and Robert B. Smallwood, of Thomas J. Lipton, Inc., chairman of the Tea Council.

What had seemed the impossible after the 1954 convention—beating the high-water mark for fun set at the "Hawaiian Evening" that year—happened at the tenth convention.

Probably the best tea convention party yet was this year's "roaring Twenties" night, with the men in blazers and school caps and the ladies in dresses dug up after three decades in attics.

The social program began with an ice-breaking cocktail

party tendered the night before by the allied trades, a rip-snorting event in itself.

As might be expected, the "Plantation Ball" which came the evening after the "Roaring Twenties" was pitched to a more sedate key. In its more subdued way, the "Ball" was fun, too.

Mr. Smallwood, opening the second day of business sessions, said that 1954 was a year of record tea sales—"a year of soaring sales which were aided, so to speak, by a 50-mile-an-hour tailwind we hadn't counted on."

In the past 12 months the industry lived through a period of tense anticipation, he indicated.

"We knew that for 1955 we could count on some headwinds which would slow down our air speed—but we didn't know how strong these headwinds would be.

"Early in 1955 it looked like we were headed into a real storm. Tea's own price situation took a turn for the worse and both packers and importers in this country were forced to take a beating. Nobody's in very good shape when they have to sell at a loss just to hold on, and there is nothing calculated to produce a gloomy attitude quite so fast as that sales condition. We entered 1955 wondering how tea would fare.

"In the early months there was small cause for optimism. But now things are turning our way again. Prices have firmed up. Sales are picking up. Our headwind seems to be of the 10 mile per hour variety—nothing that can slow us up very much."

One of the most heartening aspects of this situation was the tea industry's reaction, Mr. Smallwood said.

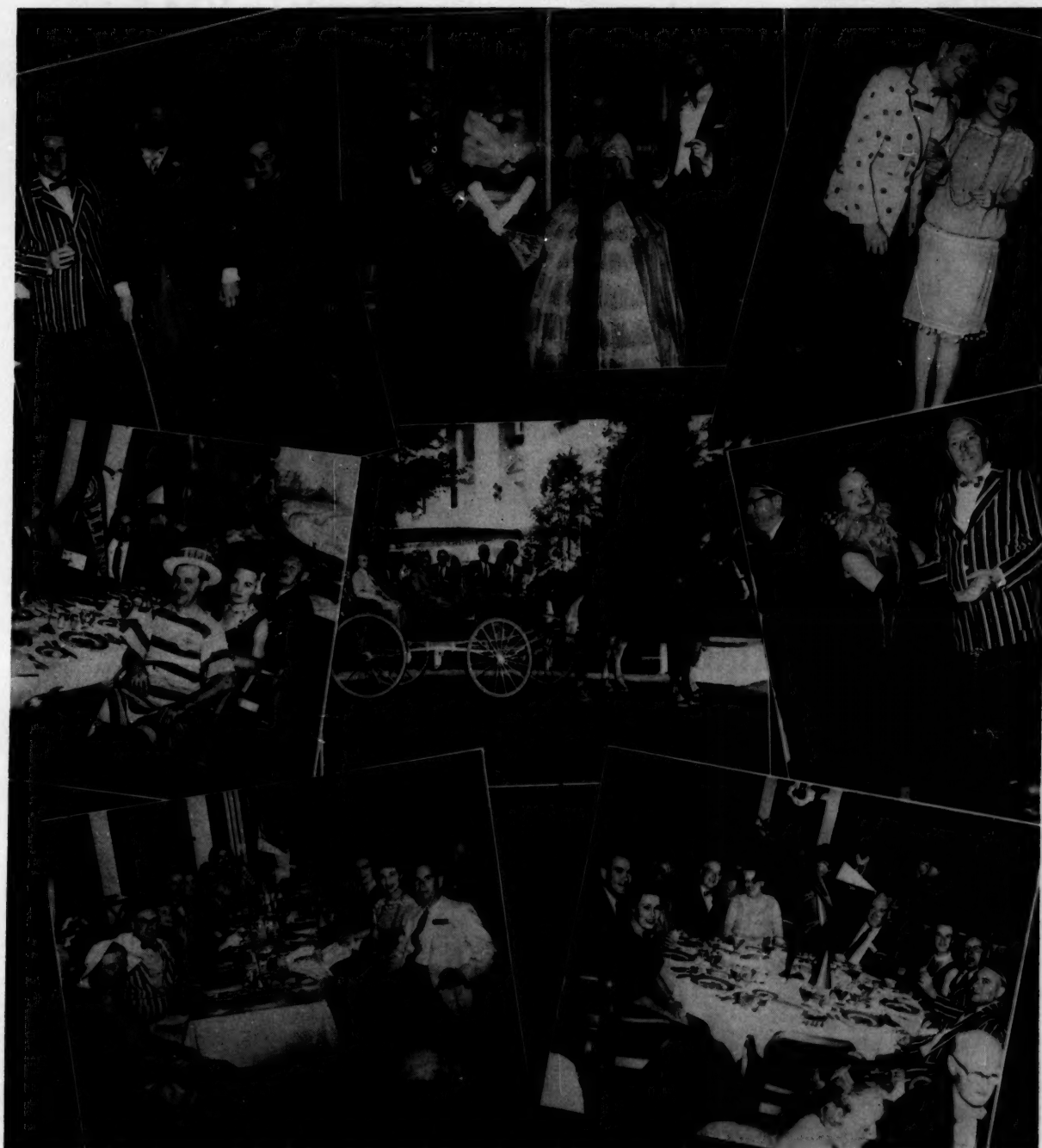
"While everybody was wondering what was going to happen, nobody that I know in the industry was content to sit around and simply wait for the answers to unfold," he explained. "Everybody was out working on their own problems, trying to hold past gains and get new business. That's the surest sign that an industry is geared to keep going ahead."

Asian nations are now shifting the economic emphasis from heavy industry to an effort to build a more balanced economy, Eugene M. Braderman, Far Eastern Division Director for the U. S. Department of Commerce, told the convention.

"In the first flush of independence," he said, "Asian leaders identified industrialization with economic power and world prestige. They thought in terms of steel, machine tools, power equipment and heavy chemicals. This tendency still exists in a number of countries, but there is a growing appreciation of the need for balanced economic development."

(Continued on page 51)

## Tea's 10th convention: Camera "highlights"



### Flappers and Colonel's ladies turn up at Tea Association's socials

Through the roar of the Twenties and the "Colonel, suh's!" of the Plantation Ball the camera fixed these moments for posterity. Top, left: That Charlie Chaplin character and his companion are Mr. and Mrs. E. E. Engel, first prize winners for costume at the Roaring Twenties. With them is Thomas J. O'Rourke, social events chairman. Top, center: The Colonels and their ladies are (from left) Robert B. Smallwood, Mrs. C. William Felton, Mrs. Ruth H. Floyd and Mr. Felton. Mr. Smallwood and Mrs. Floyd won the costume awards that night. Top, right: Hayes G. Shimp, Jr., and Mrs. O'Rourke. Center, left: Those hairy dimpled knees in the foreground belong to William H. MacMelville. The others, clockwise around the table, are Otto Goldschmidt, George Friedman, Mrs. Friedman, C. F. H.

Edwards and Mrs. MacMelville. Center, right: Decked out à la Twenties are Mrs. Gibson Wright and Edward C. Parker. Bottom, left: Around the table are (from left) Mrs. P. C. Irwin, Jr., Joseph Schensul, Mrs. Ed Thiele, Mr. O'Rourke, Mrs. Schensul, Joseph Goldstein, Theodora Meijers, P. C. Irwin, Jr., Mrs. J. Grayson Luttrell, Mrs. Goldstein, Ed Thiele, Mrs. Jack Lawrence, Mrs. O'Rourke, Mr. Lawrence. Bottom, right: Mrs. Angus W. McAdam, Col. Harold H. Shaller, Philip Eisenmenger, George Mitchell, Winnifred Eliason, Mr. McAdam, Mrs. Mitchell, Walter Cusak, Eugene Laughery. In the survey is India's tea delegation (from left): Ambassador Mehta, U. K. Ghoshal, H. P. Barua, J. L. H. Williams and S. Krishnamurti.



## Tea's 10th convention: A "highlight" report



The "Roaring Twenties" really began to be heard at the Tea Association's 10th convention when Sherwin Hirschhorn, of the National Tea Pack Co., drove his Model A Ford into the middle of the Greenbrier festivities. Strumming the banjo is Thomas J. ("He did it again") O'Rourke. Perched in the back are Tea Association President Edward J. Vinnicombe, Jr., and P. C. (Pete) Irwin, Jr., convention committee chairman. Tough but quiet behind-the-scenes work, especially on Twenties atmosphere and backdrop, set a tone which allowed tea people to relax readily and have fun easily.

## the "Twenties" roared

By THOMAS J. O'ROURKE, Chairman  
Social Events Committee

To reminisce about a tea convention is a pleasant task, as a convention is made for people, and people make a convention.

To try to highlight the 1955 tea convention would be difficult as you, the tea people created so many impressions of the "Roaring Twenties" and the "Plantation Ball" that many of the costumes and the things you did will be lasting memories.

All the planning, details and behind-the-scenes action to whip a convention into shape means nothing if you, the people, do not "get into the spirit of the theme." Having had the privilege, and I might add, the honor of helping your convention committee in a small way for the past three conventions, I can sincerely say "Hillbilly Night" (1953), "Hawaiian Evening" (1954), and "Roaring Twenties" (1955), were successful only because you made them so.

It would be difficult within the confines of a few lines to pay tribute to the many wonderful people who year after year, in one way or another, help lend color and spirit to our functions.

I think the finest compliment we as an industry ever received happened at our last convention when an outsider, who himself was attending a convention, remarked, "I have been to and seen a lot of conventions in operation, but I have never seen one like this, where everyone seems to get into the spirit of things. How do you do it?"

My reply was simple: "We have no formula. No one

person or committee makes for a successful convention. We operate as a team. Our people are the strongest and the most important part of our team."

### **Tom Kelly wins Silver Cup in tea convention golf**

The Tea Association's Silver Cup was captured at this year's convention golf tournament by Thomas W. Kelly, of Breed, Abbott & Morgan, counsel to the Tea Association.

Low gross winners on Monday were R. D. Thomson, Frank Vinnedge, J. R. Irwin and S. H. Thornton. On Tuesday the winners were Mr. Kelly and Edward J. Vinnicombe, Jr., Tea Association president.

Among the women, Monday's low gross winners were Mrs. C. A. Fielder, Mrs. L. B. Smith, Jr., and Mrs. H. B. Leussing. Topping the field Tuesday was Mrs. L. E. Gray.

Among the men, the low net was chalked up by R. E. Liptrott; among the women by Mrs. J. L. Robinson and Mrs. S. H. Thornton.

In the kickers handicap, Joseph Diziki and J. C. Barrett came out ahead. On the distaff side, Mrs. T. C. Parkinson and Mrs. H. B. Leussing won the kickers handicap.

E. C. Blair and H. W. (Chester) Chapman landed nearest the pin to take the hole-in-one prizes. Among the ladies, the awards went to Mrs. C. A. Fielder and Mrs. C. P. McCormick.

## tea's battle for the grocer's square foot

By C. B. LARRABEE

### PART 1

*These down-to-earth remarks were made by Mr. Larrabee as chairman of the board of Printers Ink. He has since resigned to serve as director of publications of the applied journals of the American Chemical Society. In 35 years with Printers' Ink, Mr. Larrabee has been recognized as an authoritative leader in advertising, selling and marketing.*

The most important single fact in the life of the modern food retailer is the square foot.

Is the \$14 weekly gross sales of tea per square foot satisfactory? Or the gross weekly profit of \$2.21. And how do these compare with figures on other beverage items? Or on other food items? Or on non-food items?

Since there is seldom any such thing as an average product, how about the brand that earns only \$1.00 a week per foot as against the brand that produces \$3.00 a week profit?

It is the implications of some of these basic problems that make the grocer's square foot the competitive battleground of the food business today.

In talking about these problems, I shall give you the summarized views of a lot of people who sell your tea at retail and a few who buy it.

During the last six months I have talked with operators, managers, checkers, stock boys, warehousemen, and even a few papas and mammas in several score of supers and some independents in the East, the Middle West and Canada.

I also consulted the food editors of some of the large national women's magazines and received very helpful information from some of the leaders in your own industry.

What I tell you, then, is the summary of the frank views of a great number and variety of people in the food business.

Let's take a quick look through a telescope at a few of your marketing problems against the background of what is happening to the American retail scene. Later we can turn our microscope on the relatively small conglomeration of square feet, where tea is sold. In the case of the Foodtown Survey, it is 13.3 square feet.

Basic to all food retailing are the three outstanding characteristics of modern retailing: size, competition and speed.

All of us have seen the grocery store grow from 3,000 or 4,000 square feet to 25,000 or more. We have seen the grocer who a few years ago carried 1,500 to 2,000 items adding to the variety of his stock until today 5,000 items are becoming common and you are not surprised to find a stock approaching 7,000. No wonder that the operator asks himself, "What are the marginal limits in the number and variety of items I can carry?"

Let's remember that even in the multi-million-dollar outlets as many as 75% of the items move a case or less a week.

The big operators get large volume—but only by moving a wide variety of items.

So, the first characteristic of modern retailing is size. Larger and larger stores. More and more items. And a wider variety as the markets experiment with more non-food items.

Intense competition is the second great characteristic. Most important to us today is the fact that as the retailer works to get more gross out of each square foot, he is looking to a wider variety of items for that gross.

When you see, as I have, tea displayed back-to-back with blue denims, you realize another very important factor in food retailing: what may be threatening your brand of tea in one market may not be somebody else's brand of tea or even an instant coffee, but blue denims


(Continued on page 63)



Discussing industry problems at a tea convention reception are (from left): Annesley de Silva, Mrs. S. Krishnamurti, U. K. Ghoshal, P. C. Irwin and Mr. Krishnamurti.



Is it iced tea in those glasses? Standing, from left: Thomas J. O'Rourke, Thomas E. Shea, Sherwin Hirschhorn. Kneeling, Norman Langer and Carl F. Hull.



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## Tea's 10th convention: A "highlight" report tea in the Armed Forces

By OSCAR GORENFLO, Restaurant Merchandising Manager  
Tea Council of the U.S.A.

*One of the high points of the Tea Association's tenth annual convention was Oscar Gorenflo's report. He told the story of a really great merchandising effort by the Tea Council—demonstrating tea, on the spot, at every Armed Forces installation in the U. S. It is an effort which is still under way.*

*Mr. Gorenflo's report was accompanied at The Greenbrier by a showing of the sound-slide film, "Tea in the Armed Forces," a remarkably clear, vigorous and fastmoving presentation.*

Since February 1st of this year, four of us from the Tea Council's Merchandising Department have traveled over 150,000 miles and visited 306 Army, Navy, Marine Corps and Air Force installations.

In those 306 installations we've held executive sessions with 843 officers, and put on 313 presentations before a total of 11,244 officers and men.

We started out to do a big job—we started out to call on every Armed Forces installation in the United States. We are now three-fourths of the way through the assignment.

As you might suppose from these figures, this is a big story.

It is a story that actually began over four years ago, when the Army first started a series of field tests to determine the demand for tea among men in uniform. Last year, after reviewing the field test results, the Office of the Quartermaster General reached a policy decision that the men in the Army should have a free choice of hot tea, along with other beverages. That major policy decision put hot tea on the Master Menu at every meal starting January 1st, 1955, and increased the service of iced tea from 18 to 25 meals per month in hot weather.

When OQMG formally issued its policy decision we were asked to help do an educational job on tea with Armed Forces personnel—the food services officers, commissary officers and on down to the people who actually prepare and serve tea, the mess sergeants and cooks. It was a logical request by the Quartermaster General because the policy decision in favor of a free choice of beverage meant that starting this year tea would have to be purchased and prepared in much larger quantity than ever before. The job the Army thought we could help them do was to supply basic preparation and handling of both hot and iced tea.

While the discussion was going on, as to how we could best handle this assignment, these important things happened:

1. The Army decided that at least for the beginning, *local procurement* should be used in the purchase of tea bags for the new hot tea ration; and
2. That the tea bag should be 150 count; also
3. That as a guide at the outset, purchasing should be on a basis of 1350 tea bags per 100 men per month (which allows for 15% usage).



Restaurant people at tea's convention talk things over with Oscar Gorenflo. From left: Joseph Schensul, Schensul's Cafeterias; William O. Wheeler, Wheeler's Foods, Inc.; Col. Paul Logan, National Restaurant Association; Mr. Gorenflo; Ralph G. Peterson, public relations director for the National Restaurant Association.

4. The Air Force, Navy and Marine Corps became interested in the Army's tea program and suggested we also visit their U. S. bases.

After meeting at OQMG it was agreed that a sound slide-film would be the best way to present educational information about the new tea program.

Late in 1954, a film entitled "Tea in the Armed Forces" was prepared in draft form by the Tea Council—and was reviewed, edited and approved by OQMG. One of the really big unexpected plusses tea got from the sound-film happened before we even got into the field with it.

The Quartermaster Training Command and Food Service Division of OQMG helped a great deal on the original script. And when the film was completed they asked for—and of course we gave them—several dozen copies of it, and they've made it a standard part of the curriculum in all the Food Service Schools in the country.

The Navy, by the way, did exactly the same thing, for their food service schools. As a result of this kind of distribution, it's estimated the film will be shown to training classes 4,000 times during the next five years as part of this program.

That film is the heart of each presentation. Very often we show the film more than once at an installation—at executive sessions with officers in charge of food service and purchasing where we go over all aspects of the program in detail; and then to larger groups of food supervisors and mess personnel who actually prepare and serve the food and beverages.

At the executive meetings we give the officers a complete review of the entire Armed Forces tea program and leave with them copies of a lesson sheet we have printed,

## Tea's 10th convention: A "highlight" report

carrying all the highlight points in the film you just saw.

Over 12,000 of these lesson sheets have also been distributed to the non-commissioned officers and men who are the actual operating food service personnel. These copies are distributed at, or right after, each presentation meeting.

After showing the film to the mess personnel there's always a lively discussion period—and while this is going on, we make and serve iced tea—demonstrating the method shown in the film.

When we first started our educational partnership with OQMG, everybody concerned was sure there was a real need for the information we'd carry out to local bases. But frankly, we've been amazed at the reception we get everywhere we go. In all my years working with tea I've never seen anything like the interest and enthusiasm we've been greeted with. This is true at all levels, in all branches. They use the film as a starting point to ask questions, to discuss and debate the best ways to handle tea in their own operation.

We write up reports on every call we make. Typical of what happens are a few excerpts like these:

*Mort Adams*—AFB in California—38 officers and men attending . . . unanimous comment: "Good move—these big cups have to have 150-count bags, or the tea is too weak . . . mess sergeants especially interested and concerned that tea get proper handling."

*Bob Ragan*—at a large Army post in Kansas—"This installation is using tea bags 150 count without strings or tags. No difficulty is encountered with local procurement or contracts. The rate of consumption per month

is about 2,500 per 100 persons. Men here feel as in other installations that when the Army adopted the tea bag, Food Service did more to satisfy the troops than any other recent individual move."

*Tom Griffin*—at an East Coast Navy installation—"After film was over we went to the galley and I prepared a five-gallon batch of iced tea using their equipment exclusively. They like the two ounce concentrate formula and were most appreciative for my showing them this method. Right after this demonstration one of the cooks went right ahead and prepared another batch himself for the next meal."

In my own case, and I know it happened with the other men too—I found several installations where no action had been taken by the local command—so until we got there no tea was being offered to the men. The tea presentation and discussion corrected that on the spot.

By December of this year we will have visited close to 400 installations—and talked about tea, its procurement, service and preparation, to some 16,000 officers and men. The first big job will then be finished.

But there will still be a need for more work in the future with the Armed Forces—which we hope and expect to keep on doing.

Lt. Col. Robert Ragan was Chief of the Field Liaison Branch in the Food Service Division of OQMG until he retired last year. Bob joined the Tea Council on special assignment to help us cover this first huge undertaking. Recently he agreed to stay with us in 1956 to work on special

(Continued on page 50)

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## Tea's 10th convention: A "highlight" report a decade of tea progress

By EDWARD J. VINNICOMBE, Jr., President  
Tea Association of the U.S.A.

The last ten years have been the most crowded and eventful in U. S. tea history.

When the first Tea Association convention was held in 1946 at the Westchester Country Club in Rye, N. Y., *there wasn't* any tea industry promotion campaign . . . any Tea Association Junior Board . . . any Brewing Committee . . . any Importer's Committee . . . any Merchandising Committee . . . a Western States Tea Association . . . or a New England Tea Trade Club . . . or a New York Tea Club.

In 1946 there had never been a Tea Association Mid-Year Meeting.

As a matter of plain, unvarnished fact, prior to 1946 there simply was no real surge, no real drive, no "dynamic optimism," as it has been called, that could help tea pick itself up by its bootstraps and get back into the fight for more beverage business.

What a change has taken place in the past 10 years!

The highlight achievements are many—the amount of time and work that individuals have voluntarily contributed to make these things happen is nothing short of fabulous.

In the past decade tea men have worked on such Association matters as tea chest construction, paper lining in tea chests, freight rates, state purchase specifications, federal tea specifications, tea research, Armed Forces standards, Metal restrictions—NPA regulations, OPA and later OPS regulations, membership, tea merchandising in all its aspects and markets, the Tea Law, Hoover Commission cooperation, Armed Forces tea procurement and inspection, package sizes, restaurant iced tea formulas, standard home recipes.

Are you getting tired? I'm only getting started:

Nine conventions, four Mid-year Meetings, the old Tea Council, missions to tea producing countries, the new Tea Council, tea bag papers, the two-ounce formula, boiling-water makers, Armed Forces standards.

I could go on and on, but I'm sure you get the idea. A lot of work has been done since 1946. A great deal of that work has resulted in meaningful achievement for tea's progress.

Take, as just one example, the Tea Association's Junior Board of Directors. It came into being in 1948.

Do you remember what a contribution it had made to tea by 1949.

Let me take a moment and quote from the October 11th, 1949, Tea Association's resolution "Approving and Recommending A Plan To Raise an Advertising and Promotion Fund for Tea"—which was passed by the Senior Board on that day:

"At present, hope for an advertising fund of sufficient size to do an effective job of increasing per capita consumption looks remote unless the Tea Association raises



Three viewpoints—tea production, transportation, marketing—meet here in the persons of (from left) William L. Kaspar, American President Lines; India's Ambassador G. L. Mehta; and Tea Association President Edward J. Vinnicombe, Jr., of McCormick & Co., Inc.

funds to be matched by the producers. There is good reason, however, to believe that the producers would be most interested in joining the United States tea trade in providing additional funds to do this necessary advertising job . . .

"Undaunted by the difficulties of preparing a voluntary plan acceptable to all members of the trade, including those outside the Tea Association, the Junior Board has come forward with a proposal which is both simple and practical and which needs only the support of all concerned to become a reality.

"Therefore, with a full realization of the urgent need for taking advantage of all the favorable factors of the present situation, BE IT RESOLVED THAT THE BOARD OF DIRECTORS OF THE TEA ASSOCIATION OF THE U. S. A. APPROVE AND RECOMMEND THE CREATION OF AN ADVERTISING AND PROMOTION FUND FOR THE PURPOSE OF INCREASING THE CONSUMPTION OF TEA IN THIS COUNTRY."

That was the first concrete step the U. S. tea trade took to join in partnership with the tea producing countries—and it is to the undying credit of the Junior Board that they helped immeasurably in pulling the idea of a campaign down to earth and worked out the practical realities of how it could be financed.

From the day they were formed until this—the Junior Board has been a welcome, prodding force for the progress of your industry.

And all of the other groups we mentioned earlier which have been formed since 1946 have come into being because of an urgent need—and with changing personnel

(Continued on page 50)



Tea's 10th convention: A "highlight" report

## **promote brands via restaurants, tea men urge**

A program which includes popularizing the use of advertised foods in restaurants was outlined at the tenth annual convention of the Tea Association of the U.S.A.

Marion W. Isbell, president of the National Restaurant Association, said the program also has these objectives:

1. To provide tie-in merchandising through food service outlets.
2. To provide a vehicle through which to publicize restaurant recipes involving promoted products.
3. To sell the idea of more frequent eating out.
4. To build the prestige of the restaurant industry.

"This adds up to a whole of a new opportunity for advertised brands and industry associations in both the food and equipment fields to sell more merchandise," Mr. Isbell said.

"Our plan at the moment is to launch in 1956 at least three major industry promotions," he explained. These are individually designed as:

February: "Family Dine-Out Month," a big nationwide pre-Lenten promotion, telling families to "feast before the fast."

June: "Drive and Dine" promotion, kicking off the summer with a drive capitalizing on the out-of-doors season and tying in with the motor car industry, gasoline companies, etc.

November: "Holiday Time Is Eat-Out Time," just in advance of Thanksgiving and Christmas, capitalizing on the season of festive dining out.

"Offering these promotional ideas to individual suppliers and associations in the food field," Mr. Isbell pointed out, "is not a one-way street. Our promotional plan for increasing the total restaurant volume includes NRA promotion through local and state associations, right down to the cash register in every restaurant."

He added that his association wanted suppliers to get more volume, but that this could come "only when we, as an industry, get more volume."

"We are not expecting any individual company or association to do anything more than devote some part of its normal advertising budget to the promotional programs I've outlined," Mr. Isbell continued.

"In other words, this would not necessarily increase your advertising budget. Rather it would channel some of the regular advertising you do to selling the public on the availability of your product in the nation's fine restaurants as well as in normal retail outlets.

"This would merely involve tying some part of your advertising into the slogans and theme of the restaurant industry, and perhaps developing a sales program for your own organization which would carry your partici-

*(Continued on page 54)*

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## Tea's 10th convention: A "highlight" report

# can we build a "tea culture" in the U. S.?

By DR. ERNEST DICHTER, President  
Institute for Motivational Research

In discussing certain Asian societies, anthropologists often refer to them as "tea cultures." This, of course, is not merely an economic designation, but reflects the fact that tea has become a cultural center of the life of those nations, and is surrounded with rituals, associations and history to the point where the consumption of tea has become so much more than the use of a beverage that it is almost a religious ceremony.

We have seen certain aspects of this culture transported to the Western world. At least in the mind of the American consumer, the tea ritual is associated with English habit. In a sense, this is a reflection of the fact that here in America there is a tremendous obstacle to overcome in making our culture what may be called a "tea culture", because throughout our history there is a negative stereotype of tea.

To a large extent, selling more tea requires overcoming psychological obstacles. We have seen in recent years something of a change in attitudes towards tea. We have seen the development of a new beverage association with tea. However, this is but the beginning. There are many other problems which must be overcome by the tea industry before we find tea solidly and completely accepted by the American public as one of the ideal beverages.

From his earliest formative years, the American youth is imbued with what may be called an "anti-tea" attitude. When the dramatic story of the Boston Tea Party is told to him, he pictures Sam Adams in Indian costume, along with his disguised Bostonian friends, tossing tea into the water from the deck of a British ship. Somehow, this creates a negative attitude toward the tea itself, when if a real understanding of the significance of this particular event were developed, the student, as well as the teacher, would understand that the opposition was not to the tea, but was rather a dramatic expression of the importance of tea in the life of the American of revolutionary times.

Throughout our history, and throughout today's life, this misconceived "anti-tea" attitude expresses itself in a number of ways. We witness, for example, the slang significance of the word "tea" as meaning cocaine. We see an association of tea with effeminacy. Thus, in spite of the great advances which have been made in recent years in changing the personality of tea in the mind of the American consumer, we still have an important backlog of irrational, illogical prejudices which have a great effect on deterring the development of a more important role for tea in American life.

At the same time that this general anti-tea attitude exists, there is a peculiar dichotomy between the thinking of the American in regard to this beverage and the facts of our tea heritage. Despite its bad start during the revolution, tea itself has played an important part—a lusty, masculine part—in the life of the American frontier. We have not yet, in developing a picture of tea, successfully used that

important area of the American tea tradition which is associated with the mountainmen, the frontier and the most adventurous aspects of American life.

It would seem clear that one of the most important ways of developing an antidote to the "anti-tea" attitude is to use this important picture of "lusty" tea; of the role of this beverage on the American frontier, as an important part of tea promotion and tea advertising.

We seem sometimes to forget that even today the outdoorsman, the hunter, the camper uses tea as an important staple to be carried with him in his adventures. In this aspect of its personality, tea has a strong association with the American outdoors, which can be successfully used.

In other words, we have the important problem of regaining for tea, in the mind of the general consumer, this close association with the most adventurous and exciting aspects of the American tradition.

In many ways, the tea industry has an unparalleled opportunity to impress itself upon American life in a new and more vital way. There is an increasing tendency on the part of the American consumer to be willing to try new and exciting beverage and food experiences. The American today not only has a greater choice in the market, he has a greater ability to exercise a choice, due to his increased affluence. Accompanying this is a shift away from the old Puritanical attitudes which involved the consumer in a feeling of being self-indulgent and resulted in conservative food habits. Today there is an increasing feeling that "I deserve this, why shouldn't I?"

If the tea industry, in seeking to take advantage of this trend, can create a new look for tea, an exciting picture of a vital, tingling beverage, there is an excellent opportunity to induce the American to develop a taste for the product.

We might note, in addition, that the increasing sophistication of the American's palate can be appealed to in very



One of the point-of-sale display pieces to help grocers sell more hot tea. This 24 by 18-inch poster is in full color for walls, windows, island and basket display. It has diecut tabs at the top.



positive terms. Tea is a lusty, yet sophisticated drink, for the discriminating. Tea is flexible, it can be used in many ways. Induce experimentation with tea. Get the American consumer to use his proverbial ingenuity. Tea must not only be a beverage, it must be an enjoyable, anticipated experience.

We have already seen, among certain groups in the American population, the beginning of the use of tea in a distinctive and new way. Among certain groups, the "tea break" has become as important as the coffee break is generally. This may be the beginning of a new tea tradition in this country.

For the tea industry to take full advantage of the possibilities inherent in the present marketing situation, to develop the beginning of a real "tea culture" in the United States, there must be a constant attention to the significance of tea to the consumer, and ways in which to make his emotional attitudes towards this beverage the most positive, exciting and vital that advertising and promotion can produce.

#### tea in the Armed Forces

(Continued from page 46)

phases of this program, such as reviewing the tea picture at major Armed Forces installations, and helping the Training Command with its Food Service School program.

Well, that's the story of Tea in the Armed Forces. On this extended tour of duty we haven't just been teaching—we've also been learning new things about tea. Not the least of which is that there's very definitely a great future for hot and iced tea in the Armed Forces.

#### a decade of tea progress

(Continued from page 47)

every year have made important contributions to tea's ten-year fortunes.

The Brewing Committee—father of the two-ounce formula for restaurant iced tea; final arbiter on such major questions as the minimum weight tea bag for home use; standard hot and iced retail tea package brewing instructions; the open saucepan method for making iced tea—the list of testing assignments the Brewing Committee has tackled and resolved is long. The results? Better tea and more customer satisfaction with the product every year.

The big news and the big success during the second half of our decade of progress has been centered around tea's sales growth—its even more effective advertising, merchandising, publicity and research at the industry level—and the ever-increasing competitive sales pressure being exerted by tea brands.

But in addition to this big news—there have been other less dramatic, perhaps, but nonetheless important facets of tea's progress.

Admittedly I've hit only some of the highspots. I honestly think it would be impossible to cover the entire field—or actually to do justice in this short time to any phase of it.

We are on our way. Nothing can stop us but our own attitudes and actions. If we stay alert, determined and fiercely competitive, the next decade holds a promise even greater than that which we had in 1946.

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## Tea's 10th convention: A "highlight" report

### next decade can see big jump

(Continued from page 40)

Agriculture is receiving increased attention, he said, and there is increasing awareness of the need to develop the processing of locally-produced raw materials. Undertakings that offer the widest employment opportunities are high on the priority list, as well as machinery to increase productivity without displacing labor.

"For most Asian countries," he added, "economic progress is almost literally a matter of life and death. Almost all of Asia is faced with vast population pressures, illiteracy, shortage of skilled workers and widespread poverty."

The armed forces are experimenting with gamma rays to sterilize meat, fruit and vegetables, Major General Herman Feldman, U. S. A., Retired, told the conclave.

If the gamma ray process is successful, he said, it may retard food degeneration to the point where canning and refrigeration can be discarded.

General Feldman is executive vice president of The Quartermaster Association.

He also announced that the Army has stepped up the use of tea as part of an effort to provide better and more varied food. Army master menus now make tea available on an optional basis at every meal, he said, as compared

with the old policy in which tea was served about four times a month.

Front page news stories across the country resulted from comments at the convention by Dr. Ralph E. Lapp, director of the Nuclear Science Service, Washington, D. C., former consultant to the Atomic Energy Commission.

Nuclear fusion releases "a vast avalanche of neutrons," he said. "Neutrons are the sinews or connecting links between the various phases of the superbomb. These neutrons are captured by a solid jacket of uranium or thorium. The process can cause almost a ton of uranium metal to be fissioned. In this case the 'additive' can produce an explosion equal to 18,000,000 tons of TNT."

Two strikingly beautiful color movies centering on tea production were presented to the convention by Leslie E. Gray, director of Brooke Bond & Co., Ltd.

Aspects of "the big business of homemaking" which tea men should know were reviewed by Susan Adams, television commentator and former food editor of McCall's.

At an "idea exchange" chaired by Max Margolies, of the Tea Pack Co., progress in the development of the family size teabag was reviewed.

This large teabag for home consumption is still being tested in some areas, it was reported. Among the problems yet to be solved are those of winter use, shelf space in the food store and proper weight.



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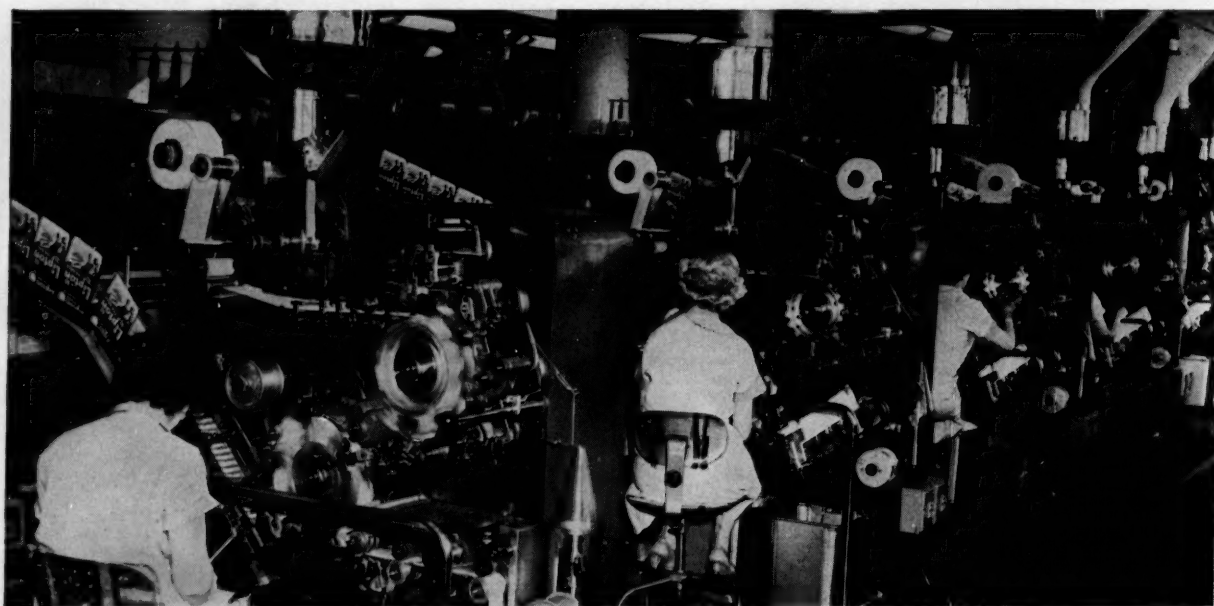
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These Teepack "Constanta" machines are used by Lipton to make their revolutionary new "Flo Thru"

tea bags. These are the machines used by Lipton in Hoboken, N. J. and in their new plant at Suffolk, Va.

## TEEPACK

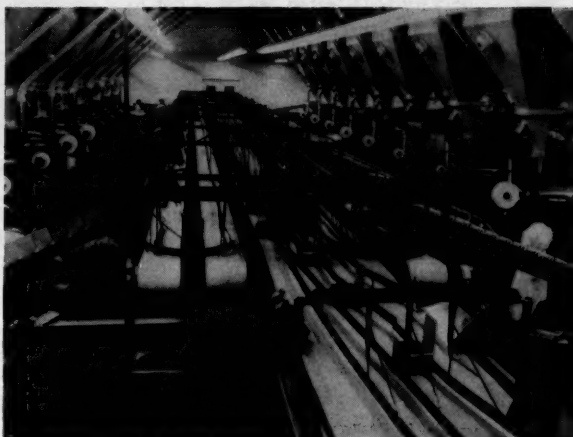
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Makers of the "Constanta" Tea Bag Machine

## Packaging



This machine, developed and built by Lipton, cuts circular holes in the tops of the chests and removes the cutout portions. Empty chests travel on the conveyor belt to a Goder incinerator room.



Tea automation is at its height in this packaging room. Tea bag cartons are automatically fed to Constantata tea bag machines, at each side. Belts, rollers and switches move materials automatically.

## new era in tea automation

### Lipton's new Suffolk, Va., plant is formally opened

A new era of automation has opened in the tea industry. Lipton Tea's new plant in Suffolk, Va., takes some of the most advanced techniques in automation and applies them to tea processing. The use of push buttons, automatic conveyor systems, especially designed control panels, automatic switches and an array of new machines will deliver 15,000,000 pounds of packaged tea yearly, at full capacity.

The entire production line, located on one floor, speeds the raw tea from chest to shipping case over an intricate system of conveyors.

The modern air-conditioned structure comprises 172,000 square feet of floor space and will employ about 250 people. Lipton claims it to be the largest plant of its type in the United States.

More than 250 invited guests, including Thomas B. Stanley, governor of Virginia, Lipton President Robert Smallwood and other state, city and Lipton officials, participated in the formal dedication of the \$3,000,000 structure.

Inspired by the growing Southern market, the Suffolk plant will boost Lipton's tea production by 20%. It will primarily serve the market area comprising Virginia, North Carolina, South Carolina, Georgia and Florida. In addition, the mid-Atlantic states of Pennsylvania, New Jersey, Delaware, Maryland and West Virginia and the District of Columbia, plus mid-Southern states will also be included in the plant's distributional orbit.

According to Mr. Smallwood, Suffolk, Va., was selected by Lipton as the site over many others for a variety of

reasons. "Most important," he said, "is the proximity of the excellent harbor facilities of nearby Norfolk."

Suffolk Plant Manager John Byrne estimates that ships coming from the Orient will sometimes be unloading cargoes of raw tea as much as two or three times weekly at the Norfolk docks.

Mr. Smallwood, who has directed the Lipton organization since 1939, also mentioned, as important reasons for the choice of Suffolk, the area's excellent rail and trucking facilities.

A tour of the plant soon confirms the almost complete automation of the production facilities.

Tea brought into the Lipton plant is conveyed to the chest opener. Here, a machine developed by Lipton and built at its Hoboken, N. J., plant grasps the chest. A blade cuts a circular hole in the top and removes the cutout portion, leaving the inner foil intact. This prevents sawdust from spilling into the raw tea. The machine operator then simply slits the foil.

The opened tea chest is then turned through 180 degrees and the tea leaves flow into a Fairbanks-Morse scale hopper. The net weight of each chest of tea is automatically recorded on a master tape.

In an operation as large as Lipton's Suffolk plant, the problem of empty tea chests is a big one. Lipton has solved it efficiently. The empty tea chests move along a conveyor belt to the Goder incinerator room. A timing device regulates the speed of the belt so that one chest reaches the incinerator door every 35 seconds. The door is timed



to open automatically as the chest approaches and close after the tea chest enters the incinerator.

Next the tea is passed over magnets manufactured by Eriez Manufacturing Co. and sifted through special screens. Each screen is suited to a particular type of tea, which is routed to it by a conveyor and deflector system.

After this "primary" sifting, the tea is further sifted, and in the case of very long-leaved tea, it is cut to a pre-determined smaller size by specially designed Savage roller cutters.

Now the teas are ready for the Jabez Burns blending drums. It is here that different varieties of tea are blended together to form the Lipton blend. The mixing is accomplished by rotation of the different teas inside of the large drums, where the tea leaves are tumbled to insure a thoroughly mixed blend.

The mixture is withdrawn from the drums onto a specially designed overhead conveyor system, built by Mathews, which automatically routes it to any one of 42 packaging machines. This routing is accomplished by a master control panel which is operated simply by pushing a button. The panel, consisting of a series of lights and buttons, is designed to control the flow of tea into the packaging room.

It is here in the packaging room that the conveyor system takes full charge. From the time the tea enters the room until it leaves for distribution, it is moved from stage to stage by an imposing system of belts, rollers and switches.

Some of the blended tea goes to the Pneumatic Scale loose tea packaging machines which pack cartons of 1 lb., ½ lb., ¼ lb., and 1⅜ oz. These machines weigh the loose tea and pack it into aluminum foil-lined cartons.

The cartons are then conveyed to a series of Package Machinery cellophane wrapping machines which overwrap each carton with cellophane.

After getting its protective cellophane overwrap, the carton is packed into a shipping case which is fed into a J. L. Ferguson case-sealing machine. Here cartons are sealed into the shipping cases. The cases are then stacked to await shipment.

In the tea bag manufacture, the tea bag cartons are formed and glued by a Package Machinery Co. machine. The car-

tons are automatically fed by conveyor to the Constanta tea bag machines, imported from Germany.

The Constantas automatically fill, form, count and stack the tea bags into cartons, making it unnecessary for the operator to touch the tea bag.

The "Flo-thru" tea bag which is used by Lipton is folded together and divided into two compartments. Each bag is sealed in its own envelope for additional protection and sanitation. The filled tea bag cartons then travel to the carton-closing machines which close the cartons prior to feeding them into the cellophane wrapping machine. Package Machinery Co. manufactures both machines.

Once they are wrapped in cellophane, all of the tea bag cartons are packed into shipping cases which travel to the case-sealing machine. This glue-seals them before they are routed to the palletizing area. The last stop is the shipping room. From here, the finished product awaits shipment to the areas served by the new plant.

#### **promote brands via restaurants**

*(Continued from page 48)*

pation right down to the restaurant outlet," he said.

"The tea industry's experiments and research on the tea urn have been "extremely gratifying" Mr. Isbell said.

"I cannot help but think that this one project alone opens up new thresholds for the tea industry and for all restaurant operators," he added. "The new tea urn holds the promise of merchandising your product through restaurants in a way that has never before been possible. I am sure that every progressive restaurant operator will welcome the opportunity to dispense easily a quality cup of tea to patrons, for you are eliminating the operators' reluctance to bother with tea service, even though it is admittedly a profitable item. You are also eliminating the patron's reluctance to order tea in a restaurant—a reluctance based on sad experience in service and quality and which has undoubtedly cost your industry to date a great deal more than I would care to estimate."

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# THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

## Mexican vanilla review

By JOSEPH R. MAXWELL, President  
The Camax Co.

U.S. general imports of Mexican vanilla, compiled by the U. S. Bureau of the Census, since 1950, show the following:

1950 .....	279,760 pounds
1951 .....	253,164 pounds
1952 .....	286,403 pounds
1953 .....	437,823 pounds
1954 .....	217,366 pounds
Yearly average .....	294,903 pounds
Yearly average— previous five years .....	324,308 pounds
1955 imports—January to end of July .....	115,330 pounds

Quite in contrast with all other producing countries, since World War II (1941), Mexico has not only maintained its high quality curing but has at the same time demonstrated its ability to increase production. A large production of Mexicans has always had a very desirable influence in the U. S. market, and it has always exerted a tremendous stabilizing influence in the price structure of Bourbon vanilla beans.

Typical examples in the last decade have been the years 1947, 1948, 1949, 1953 and 1954. In 1954, demand exhausted supplies. At other times, changes in United States usage, or extremely unfavorable growing weather, have played havoc with production, quality and economy of the Mexican industry. We have a typical example of both these damaging factors in the crop now soon to be harvested.

Since vanilla is not being recognized as a product by itself, producers and consumers are deprived of the healthy effects of a market that thrives under the normal laws of supply and demand. Generally speaking, the bean industry progresses under extreme cases of hardship. When the war cut off the supply of lower priced bourbons and vanillin was hard to get, a remunerative price in a relatively short time resulted in a very satisfactory supply at prices substantially under the wartime ceiling. A few years later, Mexican production also ended the Bourbon cartel. However, the failure of manufacturers to consume steady quantities when

bourbons again afforded lower prices, soon ended all the progress made in greater Mexican production.

Looking back at the statistics of the Industrial Reference Service (Bureau of Foreign & Domestic Commerce, U.S.A.), we can better appreciate recent developments in the Mexican industry. Statistics only tell us where we have been—but not where we are going. Therefore, the effects of further intensified usage of imitations here in 1954 and 1955 will be witnessed later. During 1935/39, U.S. average Mexican vanilla bean consumption was 222,720 pounds. The war cut off our main source of supply in 1942. By 1944, we were already consuming 449,937 pounds from Mexico, and by 1948, 658,906 pounds, more than 65% of the total general imports that year. But then, surpluses of vanilla beans started to grow out of proportion to demand.

What followed placed the vanilla producers of Mexico in an impossible economic situation. The efforts of Madagascar to stabilize the price of beans failed even after the burning of 1,300,000 pounds in 1948. Production in Mexico had risen to an all-time high, better than 50% of average yearly U. S. imports. Pre-war production amounted to about 20% of U. S. imports. Obviously production in Mexico had to be largely abandoned.

The years from 1949 to 1952 were disastrous to farmers and curers alike. The economic depression that settled over all producing countries was more than any industry could endure. Plantations would have suffered even more widespread abandonment if in 1953 demand had not improved, with the outlawing of coumarin and when it seemed likely that the Food & Drug Administration was going to set up standards for the ice cream industry.

Mexico has long been recognized as the logical source of supply for the U. S. market, and the quality of its vanilla is unquestionably the best, but the Mexican industry, subservient to the ever-growing U. S. flavoring industry, cannot expand or improve as long as there is no economic relationship between "beans" and "vanilla". Unless U. S. flavor manufacturers can correct the chaotic but now seemingly accepted conditions in their industry, there will soon be very little need to produce vanilla beans in any large commercial quantities. The vanilla flavoring business is having an unprecedented boom, but unbeknown to consumers, the "fancy" price they pay for vanilla is getting them *little or none of the real bean flavor!*

The producing countries are often blamed for the instability of prices and production. This is a far cry from





the truth which we are attempting to bring out in the previous and following statements. Lately, and perhaps more acutely than years ago, there are many factors in the flavoring industry here that not only restrain the use of vanilla beans as the basic raw material for "vanilla," but are wholly responsible for those ills commonly blamed upon the "bean" market which are actually only the ills of a fast-growing industry leaning more towards another, more powerful industry that eventually may absorb their market.

Any situation restricting bean usage that develops in the vanilla-flavored food industries reflects immediately on their production and invariably keeps down the development of a more rational culture and curing, unless the flavoring extract manufacturers do something to put vanilla beans on a sound economic footing. This situation not only has kept the U. S. investor away from vanilla growing and curing but has prevented the development of vanilla bean production under the U. S. flag in Puerto Rico, Hawaii or the Virgin Islands, where it is quite feasible. It goes without saying that if American enterprise finds vanilla bean culture too risky without the enforcement of regulatory standards for the flavoring and food industries, producers the world over are also aware of this fact only too well.

#### Most undeveloped areas

Vanilla growing is relegated to the most undeveloped areas. The farmer invests his labor and money three or four years before his first crop can be marketed. It is now economically impossible for the curers to produce their own beans. The curer has to make a greater investment at least one or two years before the beans are sold. The big problem of the curer is to make enough profit to stay in business. Before they can get any returns, market conditions here may be entirely different than they anticipated, preventing any profit or maybe causing a severe loss, so that eventually they will go into other more profitable endeavors. However, there has always been some "magic" about vanilla beans, and some of the old masters of the trade will take another gamble as soon as there is demand. Then farmers and curers will spring up, willing to take a chance; but they will not take this chance unless there is a "price" to encourage them. As the cost of living seems to be on a never-ending spiral, the "cost" of this encouragement is always higher.

In Mexico last August we confirmed that the crop to be gathered this fall will yield about 100,000 pounds of cured beans that will be ready for export next spring.\* Normally the crop would have yielded about 400,000 pounds, but after

three months of total lack of rain, early in the growing some plantations lost as much as 80% of their crop. An almost continuous downpour in July and August had no effect on the size of the crop but will restore many plantations, and we can now look forward to a good crop ready for this market in June, 1957, provided that the recent hurricane damage can soon be overcome.

A more serious effort to restrain early harvesting this year was made by the Mexican Government at the request of the Vanilla Bean Association of America.

The violently stormy weather also discouraged early gathering so that we can expect those beans that are now left on the vines to be mature.

Early last year a number of curers said to be directed and heavily financed from New York were very active buying green beans in complete disregard of natural and established laws governing the harvest. Their aim was to control the crop, but their accomplishments were unprecedented in Mexican curing history. Unbeknown to them, the cost of the green bean harvested long before maturity went up in proportion to the low yield of those beans and the resulting quality had to be very poor! Unfortunately, the market was affected and the harvest of very immature beans was officially authorized to supply the "needful" U. S. market, before anything could be done about it. Under normal conditions of ripe harvesting, the crop would have yielded more than 350,000 pounds of very good quality at a very comfortable cost. As things turned out, the yield was only 225,000 pounds and a substantial part of this was of very poor quality, costing the curers more than \$10.00 per pound.

#### Curing and prices

Some curers, in order to minimize their cost and to get out the best they could, did not dehydrate their beans as much as they should have. These beans were promptly sold, and exported as early as January at prices that seemed rather attractive at the time. However, the old-time curers preferred to take their time and dehydrate their beans down to a good keepable level, as they always do. They now realize that the influence of "ten folds" has very much affected the price structure of the market here and that to part with their beans they have to take very substantial losses which many simply cannot afford. As a result of this situation, those curers have decided to sell only at prices more in tune with their cost. For this reason, good

(Continued on page 58)

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# ASTA's 50 years

The American Spice Trade Association celebrated its 50th anniversary at a dinner for food writers at the Sheraton-Astor Hotel in New York City.

Founded in New York in 1905, the spice association is today the national trade organization of the spice industry. Its 235 members include importers, agents and brokers, and the grinders or manufacturers who package spices.

A.S.T.A.'s golden anniversary finds a much greater interest in and use of spices than existed in this country 50 years ago, according to trade leaders. President Gerrit Leonard noted that spice consumption on the basis of imports and domestic production has nearly tripled.

In the year 1906, earliest year for which government import figures are available, this country brought in approximately 56,000,000 pounds of all spices. In 1954, imports totalled 131,533,000 pounds, and another 20,000,000 pounds were produced in this country. Domestic spice production was non-existent commercially 50 years ago.

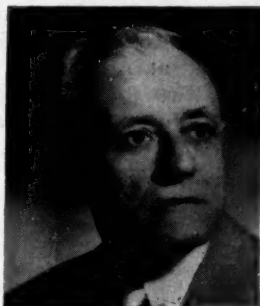
Mr. Leonard estimated that the spice business in this country today has an annual volume of about \$150,000,000. He said that about 60% of spices used in food in this country are packaged and about 40% sold in bulk. Of the bulk or large users, he said that the meat industry accounts for 50% and the baking, canning, confectionery and beverage trades use the remainder.

Pepper is still the bellwether of the spice industry, according to Mr. Leonard. As it has been almost throughout history, this spice rates highest in pounds used and total dollar value. Of the 131,000,000 pounds of imports, 37,000,000 were pepper.

However, Mr. Leonard pointed out that in terms of poundage, spices other than pepper have shown by far the greatest gains in the past 50 years. Imports of all other spices in 1906 amounted to 29,000,000 pounds, compared with 94,000,000 in 1954. When today's domestic production of 20,000,000 pounds is added to current imports, it means that apparent consumption of spices other than pepper has nearly quadrupled in this half century. During the same period, American population has not quite doubled.

This greater use of the "other spices" has been a healthy trend for the industry and the consuming public, in Mr. Leonard's opinion.

"World War II, for instance, all but cut off entirely our supplies of pepper—a situation from which we are just now recovering," he said. "The fact that consumers were becoming more educated in the use of the other spices by that time not only helped keep the industry on a more stable plane, but was of much benefit to consumers themselves."



Gerrit Leonard

The gains made by what were once the little known herbs have been most dramatic, Mr. Leonard reported. Oregano is a leading example. One major manufacturer, he said, has reported a 1,900% increase in sales of this herb since 1947. Another reports that his oregano sales are 52 times greater than they were in 1946. Rosemary sales have climbed 800%, according to one packer, and thyme has become a staple item where a few years ago the larger manufacturers did not carry it in their grocery lines. Bay leaves, an item that has been well known for many years, has also shown gains of up to 65% in sales. Grocery sales of parsley flakes have risen more than 180% for one packager, since World War II.

Still other reports from manufacturers reveal a 400% gain for garlic powder and as much as a 114% increase for garlic salt, according to Mr. Leonard.

The association president said that his trade attributes much of the gain in use of spices to the educational work done by food editors.

The spice trade itself, according to Mr. Leonard, has made many advances in this country since its organization in 1905. At the turn of the century, he said, the trade was still partly under the shadow of a turbulent history. Piracy on the high seas had ended, but total peace had not come to the docks of our major ports and disputes with shippers overseas were common.

One of the first projects of the association, he noted, was the development of standard spice contracts, now in use all over the world. These, plus an orderly system of arbitration on contract disputes, have helped turn the spice industry into an orderly and efficient trade.

At the time of the spice association's beginning, Mr. Leonard recalled, control of the trade was in the hands of England and the world center was Mincing Lane in London. In 1938, the world pepper exchange was moved to New York and the U.S. took over the control of the trade. Although the pepper exchange became a war casualty in World War II and has not been revived, this country remains the leading factor in the world's spice dealings.

Mr. Leonard predicted a good future for the spice trade in this country. He said he felt the trend to greater interest in spices is really just gaining momentum. "Every year we see more and more signs of enthusiasm from consumers," he pointed out. "Our literature is in greater demand each year. More allied items, like spice shelves, pepper grinders and herb cookbooks come onto the market continually. Kitchen designers are paying more attention to placement and design of spice shelves. Fabric and paint manufacturers, sensing the rising popularity of spices, are naming their product colors after various seasonings."

All these allied developments, according to Mr. Leonard, are feeding the trend and indicate that it is a movement that will continue for a long time to come.

He also pointed out that the use of spices falls in very aptly with other factors in today's food situation. A clever way with the right seasonings can help stretch the food dollar and yet maintain a wholesome and interesting menu, he said. And since they take little time and effort to use,

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**At Rates  
Up to  
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Per Hour**

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Inside view shows corrugated grinding rolls and nylon bristle brushes that sweep roll to clean corrugations.

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A 5 HP electric motor powers the mill while the gyrator sifter is powered by a 2 HP motor.

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200 pounds per hour  
85% of product minus 20 mesh  
64% of product minus 28 mesh  
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spices remain popular in the movement to speedier, easier cooking.

Through research, distribution, packaging and recipe development activities, he said, the spice trade is aiming to keep its products in step with the new trends in modern homemaking and influencing cooking toward better flavored food where possible.

"We feel," he declared, "that this course will keep our industry on the top of a rising sales graph for a long time to come."

### "Irish coffee" booms in restaurants

The newest drink to attract restaurant patrons is "Irish Coffee," reports the News Letter of the National Restaurant Association.

It lends itself to merchandising, too. One San Francisco establishment now averages 700 servings daily, with only on-premise promotion.

Ingredients are: hot black coffee, cube sugar, Irish whiskey, topping of lightly whipped cream, usually served in a six to eight ounce glass.

### Coffee manner brings cops

Mrs. Virginia Kee, a Fort Worth, Texas, restaurant clerk, explained to police why she became suspicious of a would-be holdup man.

"He ordered coffee," she said. "When I went to get the cream, he didn't pull the cup over to him."

"I've served thousands of customers with coffee. And they all pull the cup over to them when I go get the cream."

### Mexican vanilla review

(Continued from page 56)

quality, well cured Mexican whole beans are priced above all other varieties and are not offered freely.

Bean stocks are low, and the overall supply picture, including the coming crop, is far from being top heavy, considering that no additional beans can be exported much before the summer of 1957. A heavier demand for Bourbons could very well send prices above the \$7.00 level. Manufacturers may then find Mexicans more attractive at their old price differential. The Mexican bean dealer does not expect to recover his investment, but at the same time he is reluctant to take severe losses that will put him entirely out of business.

\*Recent hurricane damage has been reported to be severe so that the August estimate is now looked upon as high.

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AGENTS AND BROKERS IN

SPICES SEEDS TEAS COFFEES

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# San Francisco Samplings

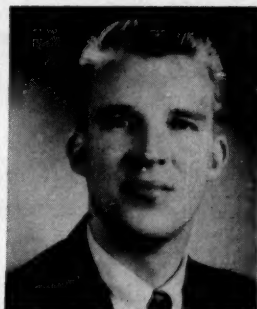
By MARK M. HALL

■ ■ The demand for spot coffees continues in this territory and will probably do so until the full impact of Centrals are felt on the market. In fact there are practically no spots here, and when they are sold, they are at a premium of from two to three and more cents. Centrals will begin to be felt from the latter part of November, and their effect will be most apparent around the first of the year. This movement will throw on the market from 4,000,000 to 5,000,000 bags, unless rains or other causes reduce the crop.

Other factors affecting the market will be future happenings in Brazil. The purely economic influences are recognized; the fact is that surpluses are predicted for the next crop, on top of the surpluses already on hand. What is not known is to what extent currency changes and other regulations will affect the market.

Roasters continue to buy hand-to-mouth because of the regularity of coffee shipments nowadays. However, they run dangerously close to the point of being out of supplies, and any sudden spurt in consumption or sales could put them in the position of having to bid up coffee prices. The anomaly of the situation is that this method of buying brings on a show of strength in spots and nearby, while the market as a whole should show softness.

For the past several months irregularity in prices has kept within a range of about five to seven cents. The roasters for the most part can protect themselves by relating their prices to the higher levels of the movements. However, the importer has to guess the right time to buy, and if he does not, has to take an immediate loss. There is not so much hedging on futures done in the West as in New York,



Noel C. Layton

so importers are not too happy over their profits this year.

What the trade needs is stabilization and a restoration of confidence, and that seems to be up to Brazil.

■ ■ The coffee trade of San Francisco could not have asked for a more enjoyable evening than was had at the annual Pope & Talbot cocktail reception, banquet and theater party. Cocktails and dinner were enjoyed at the Bellevue Hotel, and the show was the very successful Broadway musical hit, "Pajama Game," starring Fran Warren, Larry Douglas and Buster West. The very large and representative group of coffee men and their wives were greeted by the Pope & Talbot hosts, including: George Pope, president; Ed Hunter, executive vice president; Charles Wheeler, vice president, retired; Captain Joe Dickover, assistant general manager; John Stein, freight and traffic manager and George Moran, district freight agent.

■ ■ Noel C. Layton, until recently with Otis McAllister, is now associated with the George W. Reed Co., of which Vic Howard is the head. Layton, before entering business, spent his two-year stretch in the Navy. He is originally

from Hawaii, where he obtained his schooling. Vic Howard's growing business opened up this opportunity for Layton.

■ ■ Jerry Coakley Wilson, wife of E. A. Coakley, of W. R. Grace & Co., made her appearance at the cocktail party and dinner given by the N. C. A. Marriage and two children has only added to the natural charm she displayed in the course of her duties when she was connected with B. C. Ireland, Inc. Having something in common, like coffee, always adds to a successful marriage.

■ ■ John Siegfried, of Irwin-Harrisons-Whitney, Inc., and Mrs. Siegfried, are on a cruise of the Orient on the President Cleveland, and will not be back until January. While the trip is mostly for pleasure, they will visit the company's office at Shizuoka, Japan. Paul Ahrens will handle business at the local office while John is away.

■ ■ Ray Mason, who was assistant in the tea department at M.J.B. for many years, has severed his connections there and is now with Trailmobile Inc., in Oakland. Ray will be missed at the regular monthly meetings of W.S.T.A.

■ ■ For a strictly man's affair, it is hard to beat the annual Grace Line golf and dinner party at the Orinda Country Club. As though made to order, the day's weather was superb, a repetition of what it was last year at the same event. The Line's hospitality required only a

For Orinda party pictures,  
See page 63

signature to a purchase slip. After a day of golf, the coffee group sat down to a fine dinner, with no speeches or entertainment other than that which could be generated by those present. During the day, those who were not playing golf went swimming in the club's pool, or played cards at the club.

The golf scores were as follows:

Low gross, Ed McCleery, 80; second low gross, Cid Sheerer, 81; third low gross, James De Armond, 85; fourth low  
(Continued on page 62)

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# New York News

■ ■ The New York Coffee Roasters Association has been honored for its work on smoke elimination.

Last month the roaster group was awarded a certificate of merit by Mayor Robert F. Wagner for its contribution towards achieving cleaner air for New York City.

The award was given at the recommendation of the Board of Air Pollution Control, of which Dr. Leonard Greenburg is commissioner.

For many years the association worked to develop specialized equipment that would control the heavy smoke which, in the past, always accompanied the roasting of coffee.

Harold T. Hanson, president of the association, accepted the award on behalf of the roasters in a ceremony at City Hall.

■ ■ P. C. Irwin, Jr., was named vice president of Irwin-Harrisons-Whitney, Inc., New York City, tea importers, at a meeting of the board of directors recently.

Edward A. Doelp was elected secretary-treasurer.

P. C. Irwin, Sr., president of the firm, continues in that post.

■ ■ Standing committees for the 1955-56 term have been named by the New York City Green Coffee Association. The committees and the people on them are:

Finance and executive: William H. Lee, chairman, T. F. Conroy, John H. Naumann.

Contract: Edward J. Walker, chairman, C. S. Mackey, Harry R. McComb, Arthur L. Ransohoff, R. B. Sasseen.

Traffic and warehouse: R. A. Sutherland, chairman, F. P. Burnham, R. Heckko, C. P. Monohan, S. Newhoff.

Membership: Harry R. McComb, chairman, J. E. Burt, J. H. Coleman.

Trade and statistics: Frank E. Hodson, chairman, Henry M. DeHos, E. A. Karl, Jr., G. E. Kimpel, T. Nielsen.

Arbitration: J. T. Daly, chairman, J. Delay, H. A. Fraenkel, H. Horwitz, C. J. Hughes, G. M. McEvoy, J. A. McMillan.

By-laws: C. Leister, chairman, M. C. Densen, E. D. Gillies, W. L. Korbin, Jr., J. M. O'Brien.

Spot quotation: P. L. Stetzer, chairman, C. H. Bolte, Fred Kohn, T. H. Mangieri, J. A. Sim.

Activities: J. F. Sullivan, chairman, Durand Fletcher, R. H. Kolm, J. J. Malone, J. J. Schwartz.

Standard type: J. G. Cargill, chairman, J. W. Finnerty, E. K. Klaussmann, Jr., M. A. Lev, J. P. Norton, Lou Schlesinger, H. F. Sneden, R. H. Sues.

■ ■ Now in the coffee picture here is the C. M. Trading Corp., 1181 Broadway. Set up in March, this firm acts as agents for well known Aruba, Dutch West Indies, shippers of Colombian coffees. The company also exports general merchandise.

In charge of the coffee activities is Seymour Gold, who was in import-export for 12 years, with the Gulf Trading Corp.

■ ■ The Ideal Tea Packing Co., Inc., is moving in mid-December from its 71st Street location to new and considerably larger quarters in Yonkers, N. Y. The company, which does trade packing of tea bags, will occupy one of the newer Alexander Smith buildings, on Lake Avenue near Nepperhan, with 50,000 potential square feet of floor space.

The move was made necessary by the pressure of increasing business, it was stated. New equipment and facilities are being added to handle increased volume.

In its 40th year, Ideal Tea Packing is under the management of one of the original founders, Louis Lefrak, president.

■ ■ Alwyn N. Fischel, vice president of the A. C. Israel Commodity Co., Inc., was elected president of the New York Cocoa Exchange at the annual election.

He succeeds Louis H. Truebner, who continues to serve as a member of the board of managers.

Julian Hemphill, director of the cocoa purchasing division of the Hershey Chocolate Corp., was elected vice president of the Exchange.

William J. Kibbe, of Snyder & Wheeler, was reelected treasurer.

Newly elected to the board of managers were Jack R. Aron, Irving D. Diamond, John E. Stonington and William I. Witkin.

Reelected were Ernest Adler, Malcolm J. Forbes, Ernest E. Frick, Walter L. Perkins and Louis H. Truebner.

■ ■ James Tuck, director of public relations for the National Federation of Coffee Growers of Colombia, sailed last month aboard the Flota Mercante Grancolombia's Majorka for Cartagena, Colombia.

Mr. Tuck, with his wife, spent two weeks in Colombia on a combined business and pleasure trip.

While in Colombia he accompanied seven members of the House Agricultural Committee on a tour of Colombia's coffee industry.

■ ■ Juel Thompasianos, of Brooklyn, N. Y., has announced that he is entering the green coffee business. Mr. Thompasianos will represent L. Dehoux, coffee shippers of Grand-Goave, Haiti.

■ ■ Donald Yarkin, who was mentioned in this corner last month as leaving Stein, Hall & Co. to join H. Hentz & Co., asks us to set one point straight. He was assistant national manager of Stein, Hall's coffee division, not manager.

■ ■ David North, one of the brighter young minds around in coffee merchandising, has been promoted to director of advertising for Jos. Martinson & Co.

■ ■ Old Dutch Coffee is marking its 75th anniversary with the biggest advertising budget in its history, according to reports in ad columns. Peck Advertising is the agency.

■ ■ The New York offices of E. B. Muller & Co. have been moved from Wooster Street to 100 Hudson Street, it has been reported by J. Charnas, eastern division sales manager.

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### WALTER B. CARSWELL

104 FRONT STREET, NEW YORK 5

*Green Coffees*

Tel. HAnover 2-1566

### A. L. RANSOHOFF Co., Inc.

*Coffee*

NEW YORK

Cable Address  
"RANWILLIG"

108 Front Street

### INDUSSA CORPORATION GREEN COFFEES

Agents for

CAFE KIVU (Arabicas)  
CAFE CONGO (Robustas)

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NEW YORK

TEL: WHITEHALL 4-8182

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COMMISSION BROKERAGE

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NEW YORK 101 FRONT ST.

MEMBERS NEW YORK COFFEE & SUGAR EXCHANGE, INC.

### WESSEL, DUVAL & CO., Inc. *Established 1825*

EXPORT  IMPORT

Coffee and Cocoa

CABLE ADDRESS  
HEMENWAY, NEW YORK

67 BROAD STREET, NEW YORK 4, N.Y.



# New Orleans Notes

By W. McKENNON

■ ■ Coffee was first in import values in New Orleans during 1954, Albert Hanemann, past president of the New Orleans Green Coffee Association, said in an address before the New Orleans Board of Trade.

Mr. Hanemann, president of Hanemann & Cummings, said 473,500,000 pounds of coffee were imported into New Orleans during the year.

The meeting was the third of a series being held weekly by the board preceding the celebration of its 75th anniversary.

■ ■ New Orleanians who took active part in the meetings here of the Propeller Club of the U. S. and the American Merchant Marine Conference were Captain J. W. Clark, Mississippi Shipping Co., first vice president of the N. O. Propeller Club and deputy general chairman of the 29th annual convention committees; George Griswold, Gulf and South American S.S. Co., Inc., board of governors, N. O. Propeller Club, chairman of entertainment committee of the 29th annual convention; F. A. Nemet, Lykes Bros. S.S. Co., Inc., board of governors, N. O. Propeller Club, reception committee of the 29th annual convention; Harry X. Kelly, president of the Mississippi Shipping Co., national executive committee of the Propeller Club of the U. S., vice chairman of the American Merchant Marine Conference Committee, chairman of the reception committee, chairman of the finance committee; Rudolph S. Hecht, Board Chairman of Mississippi Shipping Co., chairman of the American Merchant Marine Conference Committee; E. E. Guedon, Service Drayage Co., Inc., reception committee; David A. Kattan, reception committee; S. M. Lecourt, Mississippi Shipping Co., reservation and registration committee and entertainment committee; Larry Guerin, Lykes Bros. S.S. Co., Inc., chairman publicity, printing and press committee; and C. A. Spurl, Jr., C. A. Spurl & Co., Inc., finance committee.

■ ■ John Blackburn, of Ruffner, McDowell & Burch, Inc.'s Chicago office was visiting the New Orleans office.

■ ■ Victor di Sola of H. di Sola e Hijos, and his son, have been New Orleans visitors.

■ ■ Mr. and Mrs. E. A. Lafaye can now boast of a third grandchild. Their daughter, Beverly, presented them with a second grandson, Byron Edward Clark.

■ ■ Members of the New Orleans Board of Trade, Ltd., have been invited by the Inter-American Press Association to the subscription luncheon honoring Richard G. Nixon, vice president of the United States, who will make a major speech at the Roosevelt Hotel.

## San Francisco

(Continued from page 59)

gross, Bill Rowe, 86; fifth low gross, Red Knudsen, 87; sixth low gross, Ed Pattinson, 88.

Low net, Morris Buckingham, 62; second low net, Tom Duff, 64; third low net, Harold King, 65; fourth low net, Tom Barrett, 67; fifth low net, Ed Johnson, Jr., 67; sixth low net, Joe Fitzpatrick, 67.

Among the out-of-town guests were Alfredo Herrera, S. F. Pellas Co., Managua, Nicaragua; Duilio Baltodano, from the same office; James R. Collins, vice president and general manager, W. R. Grace & Co., Central America, Guatemala City, Guatemala; Alfredo Pellas, Nicaragua; Ed McCleery, St. Louis; and Fred Dahlen also of St. Louis.

■ ■ A luncheon was given by W.S.T.A. to the India Tea Delegation at the St. Francis Hotel. Included in the delegation were U. K. Ghosal, H. P. Barua and J. L. H. Williams. Their visits included the United States and Canada. Among the guests were Toby Hyde, of the Tea Bureau.

■ ■ An award for "exceptional merit in general newspaper advertising," one of five conferred on more than a hundred leading Western advertisers, was accorded S & W's series of coffee ads at the recent annual convention of the Advertising Association of the West, in Portland, Oregon. And speaking of S & W, two substantial contracts were awarded the company for coffee. This was following the government's decision to go out of the coffee roasting business.

■ ■ Folger's recently completed a very successful campaign advertising their instant coffee, during which time they gave

away a measuring spoon with each jar of instant. The spoons were offered as part of Folger's warm weather receipt campaign. Housewives liked the attractive plastic spoons and kept coming back. The demand continued to grow into autumn, when the drive was brought to a close.

## Southern California

By VICTOR J. CAIN

■ ■ Bill Morton, of W. J. Morton, Inc., returned from his extended tour of Europe via New York City. Bill was fortunate to arrive in that fair city during the playing of the World Series, and proceeded directly from the airport to the Yankee Stadium. After several days in New York calling on the trade, Bill returned to Los Angeles, in time to leave for the National Coffee Association convention in San Francisco.

■ ■ Beck Rowe, recently of Bunge Coffee, Inc., New York City, has been returned by the firm to the West Coast to take up his duties as head of the coffee department for their operations here. Beck spent several days in Los Angeles calling on the coffee trade.

■ ■ W. B. Waldschmidt, of R. C. Wilhelm & Co., Inc., recently visited Los Angeles on his return from the NCA convention in San Francisco.

■ ■ Mr. and Mrs. Louis Arnaud and Mr. and Mrs. Glendy Munson, of the firm La Faye and Arnaud, New Orleans, spent several days in Southern California enroute to Las Vegas, which was a stop-over in their return from San Francisco.


■ ■ Mr. and Mrs. Dick Balzac, of Balzac Bros., Inc., New York City, stopped in Los Angeles for two days while waiting for plane connections taking them to Mexico City, Mex.

■ ■ Herb Knecht, of the H. O. Knecht Co., Los Angeles, was recently elected a director of the National Coffee Association.

■ ■ Mr. and Mrs. Jack Arnold, of the Huggins-Young Coffee Co., took a few weeks to vacation and visit with his family in Kansas City, Mo.

■ ■ Carl Borchsenius, of the Carl Borchsenius Co., Inc., New York City, recently called on the trade in the Los Angeles area.

■ ■ We note that Bill Close, formerly of the Smart & Final Co., Ltd., has associated himself with the B. F. Gump Co., Chicago. All the coffee trade in Los Angeles wish him the best success.



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**COFFEE IMPORTERS**  
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**C. H. D'ANTONIO & CO.**

**Coffee**

**BROKERS • AGENTS**  
 203 Board of Trade Annex, New Orleans, La.

---

**Equipment to buy?**  
**Equipment to sell?**  
 Let the classified column of **COFFEE**  
**AND TEA INDUSTRIES** help you.





At the Grace Line's annual San Francisco golf and dinner party. From left: Bill Burch, Bill Lynch, Jim DeArmond, Fred Doelker, Bill Rowe, Cedric Cheerer, Ernie Kahl, Ed Pattinson, Jim Mooney, Jack Schimelpfenig, Carl Corey, Norman Johnsson, Bill Seeley, Elmer

Briggs, Jim Montgomery, Jack Berrard, Ed McCleery, Bob Benson, Carl Kemp, Joe Fitzpatrick. The weather—and the hospitality—were superb.



Also among the golfers were (from left) E. T. Heathcote, Ed Johnson, Jr., Ruben Hills, Ernie Shaw, Bill Nickelman, Tom Duff, Harvey Brockhage, Tom Barrett (kneeling), Wallace Reise, E. A. Wilson, George McCord, Ed Manning, Pete Jenkins, Morris Buckingham,

Harry March, Douglas Wood, Dick Wilcutt, Harold King, George Malmgren. After a day of golf, the coffee people sat down to a fine dinner.

### tea's battle for the grocer's square foot

(Continued from page 43)

or plastic dishes or headache remedies.

The third great characteristic of modern retailing is speed. Once upon a time you could sit down and work out a merchandising plan, put it in operation for a few weeks, and watch it for a few months while you sat back to think up another one.

As for a merchandising idea—well, you can pre-empt that just as long as it takes the competitor to get his printer to print up some new stickers for his package or some new wrappers to put around it.

Now let's focus our telescope on the retailer. He is asking a lot of questions.

First, he asks, "What are the natural limits of space?"

A number of operators told me they are beginning to wonder how large a market can get before shopping becomes a chore rather than a pleasure.

One big factor that makes some investors see limits to the shopping center development is that in the larger centers on a busy Thursday or Friday a woman has to walk further from her car to the checkout counter than she used to have to walk from her home to the corner grocery.

But the problem is acute enough so that a significant evolution has come about in the buying office. Today in some of the largest chains the buyer, as one operator put it to me, "takes his orders from an IBM machine".

More and more the buyer has become a statistician, while decisions on what new items to stock rest in the hands of a screening committee. In fact this "phantom buyer" problem is one of the chief worries of the food salesman going to the large units.

Perhaps the most significant current development in the retail field is the great attention being paid by the operator to what goes on in the back of the store. Many of them feel that the great opportunities for making retailing more profitable today lies not out front but out back.

Now that we have finished a very superficial view through our telescope, let's turn to our microscope on the 10 to 15 square selling feet that the average large super will devote to tea.

First, how does tea stack up as a producer of sales?

At Foodtown its weekly dollar sales per square foot are \$13.28 and it produces a gross profit of \$2.21 per square foot.

No retailer will throw out a line that is grossing him better than two dollars a square foot. At least not today, in terms of 1955 dollars.

Anyway the super would hardly dare throw out tea even if he made no profit on it. He couldn't claim to be a complete food store without it.

What must concern you, then, is not whether the retailer is going to carry tea. More important is how much space will he devote to it and, even more important to many tea packers, how many brands will he carry?

## Grocery promotions spotlighted Flack, Meyer, Gadau speak at premium conference

Described as "the most controversial and fastest moving area of incentive merchandising today," grocery product promotions took the spotlight at the Premium Advertising Conference of the Premium Advertising Association of America, held recently in the North Ballroom of New York's Sheraton-Astor Hotel.

A trio of experts comprised the panel at the semi-annual event—Gene Flack, sales counsel and director of advertising, Sunshine Biscuits, Inc., New York; Albert O. Meyer, manager of food marketing and premium department, Leo Burnett Company, Chicago; and Harry N. Gadau, vice president in charge of advertising, Rival Packing Co., Chicago.

Mr. Gadau, whose company this year began an extensive continuing premium program, described the "Case History of a New Premium User," with background on the marketing and sales factors involved in Rival's program.

Mr. Meyer, a veteran of 14 years with advertising agencies and ten years with the Atlantic & Pacific Tea Co., advised the audience of advertising, merchandising and promotion men, "Don't Sell the Agency Short on Premiums." He discussed the role of the advertising agency in today's competitive marketing situation.

Mr. Flack, former president of the National Sales Executives and the New York Sales Executives Club, brought his background as a leading exponent of inspired salesmanship to bear on the topic, "The Time for Incentives is Now!"

Gordon C. Bowen, president of the PAAA, who presided at the conference, said that "grocery promotions are in the limelight today as they have seldom been in the past. The grocery front has become the most controversial and fastest moving area of incentive merchandising.

"There are so many developments in this field of interest to everyone in advertising and marketing, whether or not they are concerned with the grocery field, that we felt it appropriate to choose a panel of speakers from among the top executives concerned with its problems."

The conference was held in conjunction with the New York Premium Show, which ran at the Sheraton-Astor.

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AN INTERESTING SPICE BOOK  
THE BOOK OF SAUCES .....\$1.50  
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50 cents per copy

Coffee & Tea Industries  
(formerly The Spice Mill)  
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## "Penny Universities" ...and the part coffee played in education

In the days of Robinson Crusoe's creator, Daniel DeFoe, coffee houses in London sold *only* coffee—and that for a penny a cup! These houses, sometimes referred to as clubs, attracted men famous in literature. DeFoe and others such as Johnson, Addison and Steele, Pope and Goldsmith made them centers of wit and learning. Eventually these coffee houses became known as "penny universities" because one could acquire so much knowledge for only the price of a cup of coffee.

The days of the penny cup of coffee are gone forever—but the coffee break remains an institution.

Since Otis McAllister was established in 1892, its policy has always been to import as many varieties of high grade coffee as possible. To gain that end the company maintains 18 offices in Central and South America, staffed with experts who are experienced in every phase of our great industry. Through these offices, and other affiliations, the company imports more than 100 types of coffee—coffee to meet the specifications of *any* roaster.

Producers of DON CARLOS MEDELLINS  
OTIS ARMENIAS • CARMENCITA  
MANIZALES • ROLLO BUCKS  
OTIS MEXICANS • CENTRAL AMERICANS  
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*and those Team-Mates of Quality*  
GENUINE CUSTOM-BUILT VINTAGE BOURBONS

## OTIS McALLISTER

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NEW ORLEANS 12  
321 International Trade Mart  
CHICAGO 10  
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HOUSTON  
1 Main St.  
LOS ANGELES 13  
837 Traction Ave.  
ST. LOUIS 2  
216 S. 7th St.  
TORONTO 2  
228 King St., East

Established 1892

MEMBER OF **NCA**







*Importers of  
Green Coffee*